TearSheet

April 1991

Case Histories

Michael J. O'Connell
Graphic Artist

SUNBELT PUBLISHING CO.
3901 Coconut Palm Dr.
Tampa, FL 33619

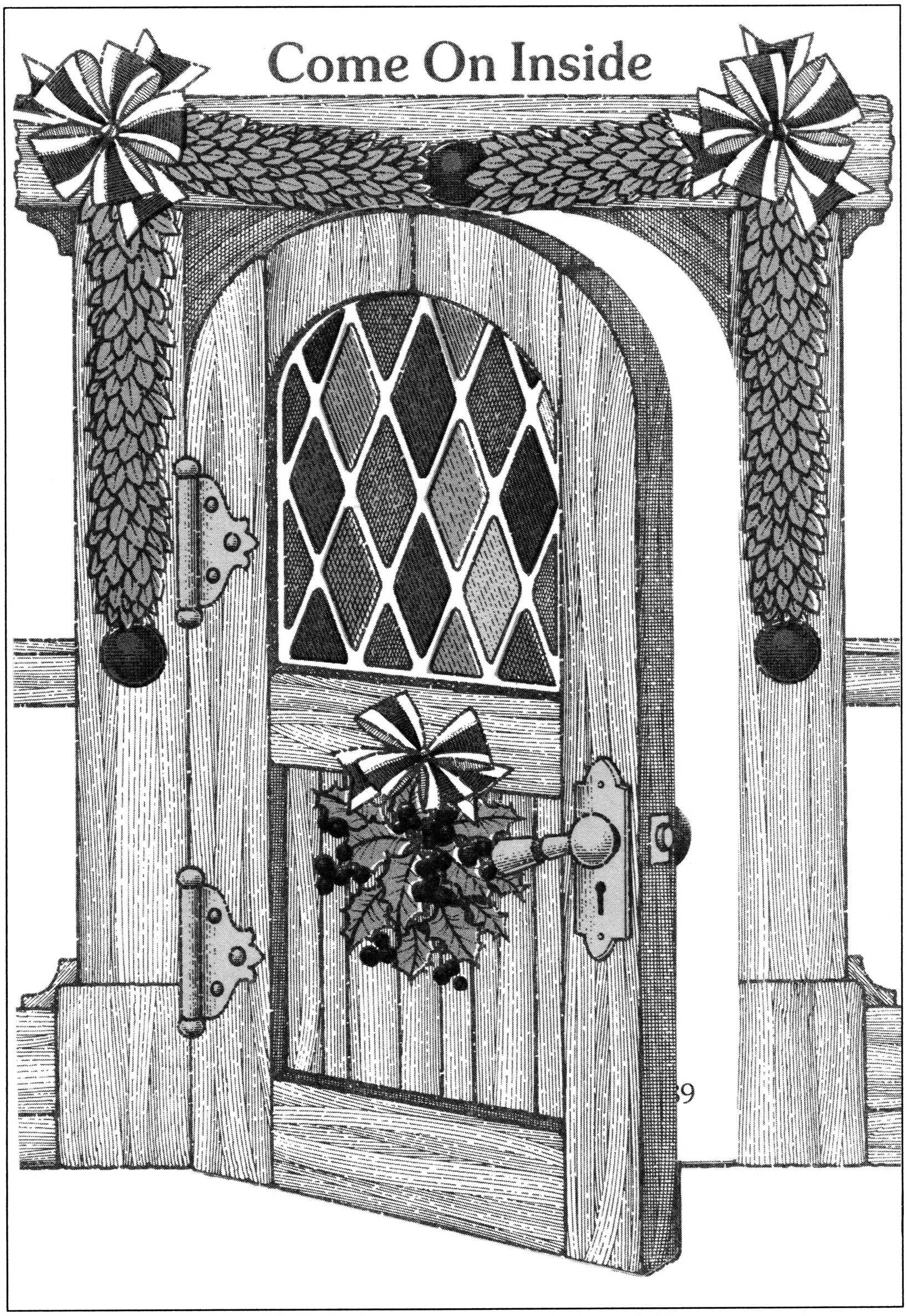
Bells and holly illustration from December '87 PMS was perfect for this tab cover since the shopping center wanted to stay away from any wintery looking art. Printed in red, green, and black.

Case Histories

Barbara Carlock
Graphic Artist

TERRE HAUTE TRIBUNE-STAR
721 Wabash Ave.
Terre Haute, IN 47808

Festive doorway from December '85 PMS was used to invite advertisers to annual Christmas party. Door was cut to open, revealing message inside. Colored in red, green, and yellow to add warmth and holiday appeal.

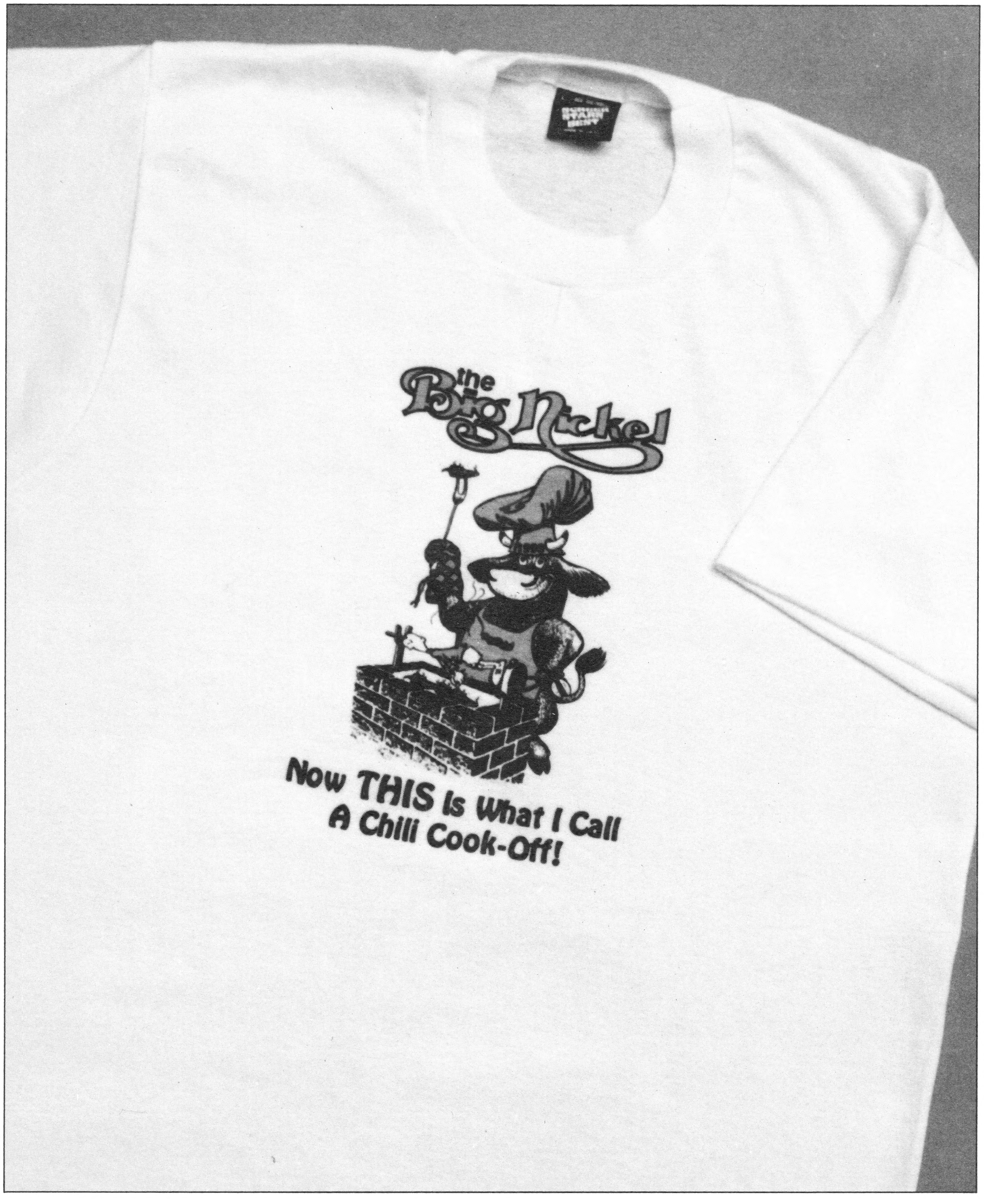


Case Histories

Vicki Sims
Layout Artist

THE BIG NICKEL
1435 Wall Ave.
Ogden, UT 84404

Chili cook-off T-shirt adds a new twist to an old favorite as steer from March '85 PMS presides over roasting of man from April '86 Clipper. Chili peppers added. Printed green and black on white shirt.

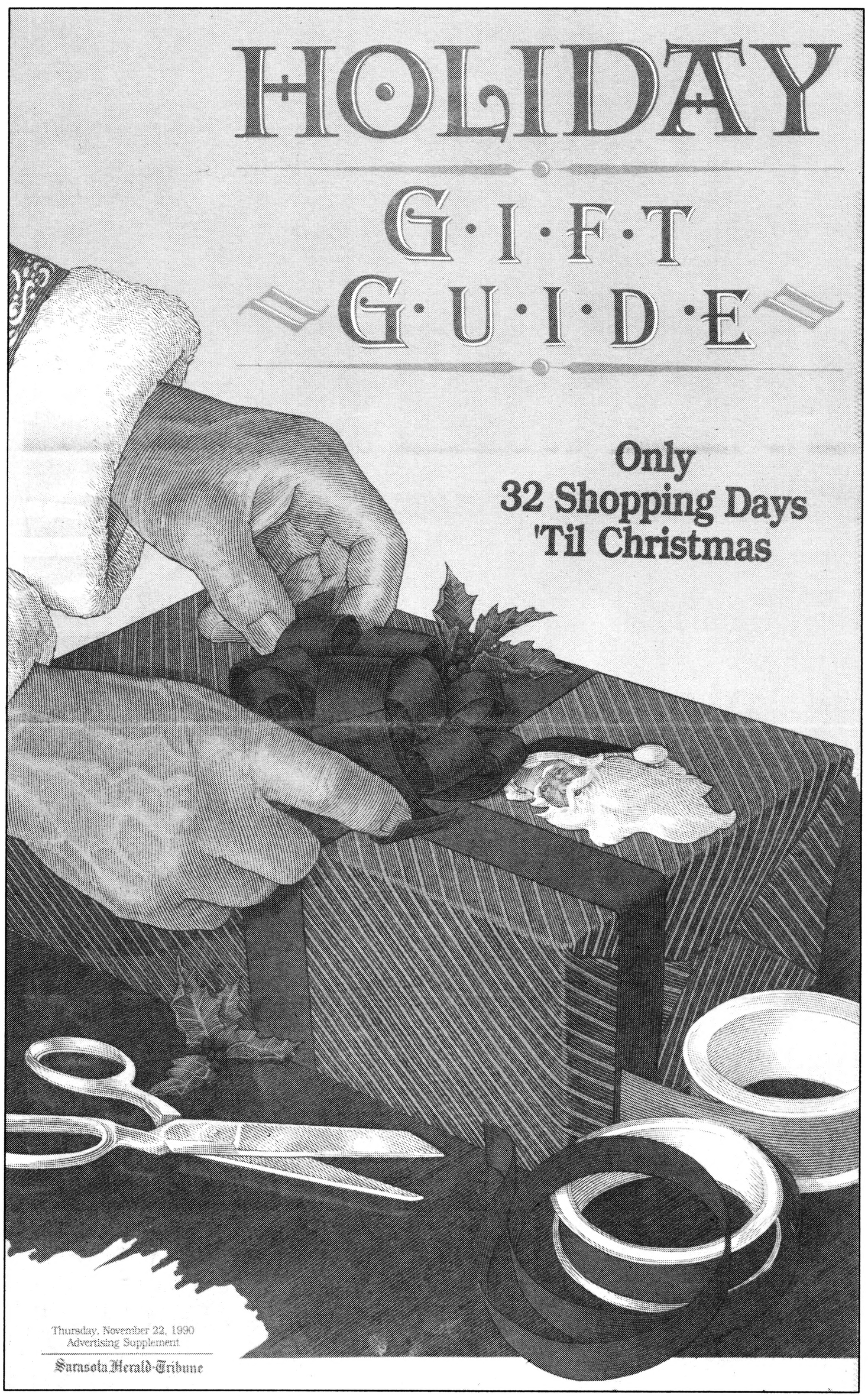


Case Histories

Robin Vogelsang
Advertising Artist

SARASOTA HERALD-TRIBUNE
801 S. Tamiami Trail
Sarasota, FL 34236

PMS "was perfect" again, this time for the cover of a holiday gift guide to kick off the merchants' Christmas selling season. Art is from November '88 issue of PMS.

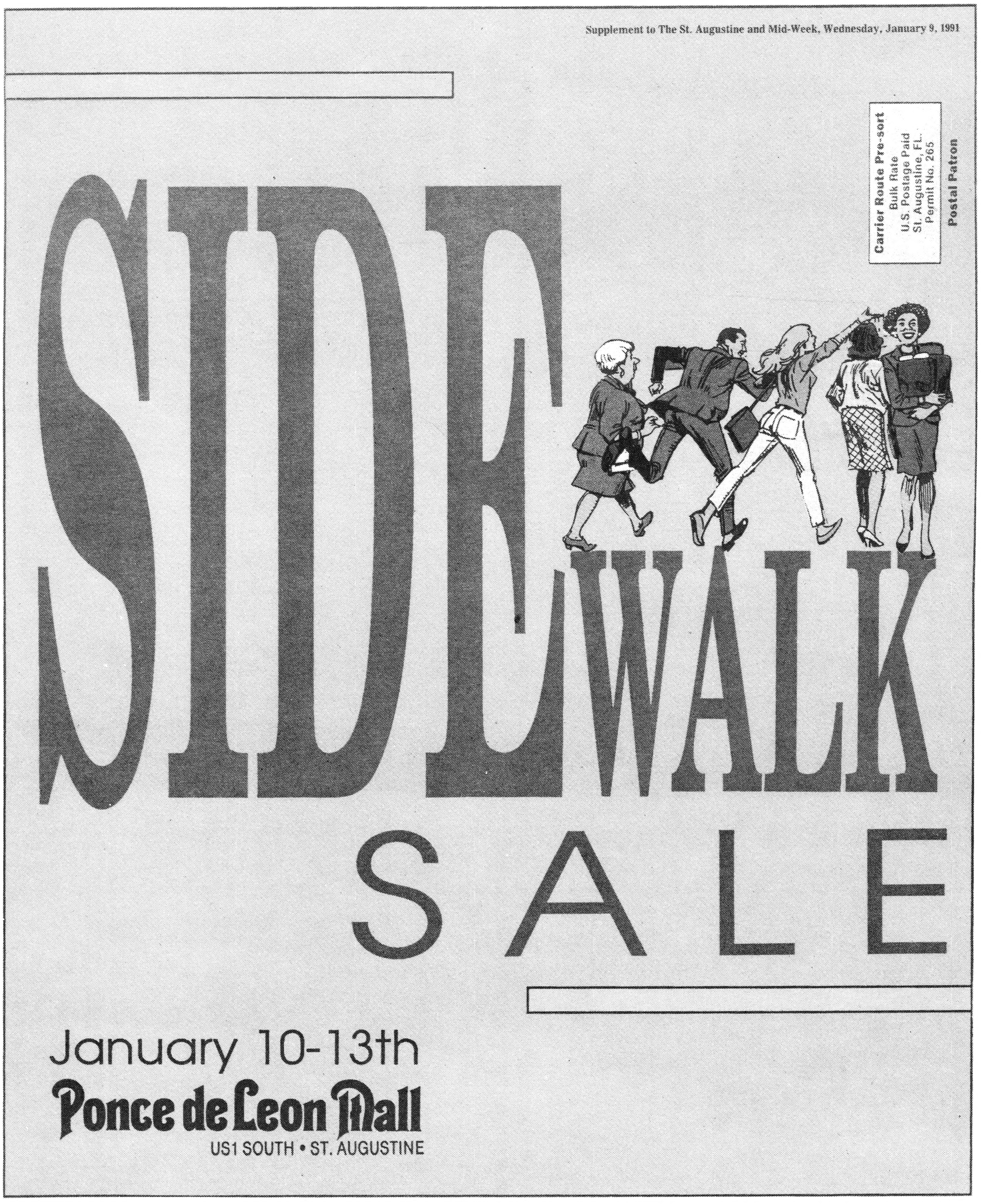


Case Histories

Trish Kalous
Graphic Artist

THE ST. AUGUSTINE RECORD
154 Cordova Street
St. Augustine, FL 32084

Newspaper supplement cover shows art from January '90 PMS. Idea for type treatment taken from August '90 PMS: Instead of Tailgate party, designer arranged Sidewalk sale into the same format and added the people art. Full color.



Case Histories

Anne Sharples
Graphics Coordinator

THE DAY PUBLISHING CO.
47 Eugene O'Neill Dr.
New London, CT 06320

Newspaper ad combines pumpkin ready-to-go and kids in costumes from October '88 PMS with Trick or Treat heading from October '90 PMS. Cat featured in poster is from October '85 PMS.

Trick or
TREAT
For a safe and happy Halloween,
let your goblins trick or treat the people you can trust —
Your OLDE MISTICK VILLAGE Merchants
HAPPY
They will be passing out treats
from 4:00-6:00 p.m.
on Wednesday, October 31st —
Halloween
Look for the cat poster in
the window of the following merchants.
Happy
Halloween
DIRECTIONS
From I-95 N, take exit 90, turn right, left at light. From I-95 S, take exit 90, turn left, left at second light.
Admirals Brass 536-7076
Kitchen Collections 536-9864
Priceless Gift 536-4536
African Annies 572-1200
Mame Diara's Gallery 572-9275
R.A. Georgetti & Company 536-2964
Bestemors 536-7669
Mystic Kite Shop 572-0686
Raining Cats & Dogs 536-CATO
Christmas Tree Boutique 536-6602
Mystic Pewter Shop 536-7643
Rocking Horse Shop 572-0422
Country Store 572-0152
Mystic Woodcarver 536-3329
Sweet Williams Garden 572-6001
Craft Barn 536-1644
Newport Creamery 536-1590
The 'Toon Inne 536-1644
Elizabeth & Harriet 536-0316
No. Guilford Herbary 536-0825
Wind & Wood 536-4415
English Underground 572-7207
Penguins, Otters & Others 536-7444
Yankee Silversmith, Ltd. 536-8389
Hearts & Whales, Ltd. 536-0149
Periwinkle Place 536-0511
Ye Olde 1776 Shoppe 536-8408
Imagine Fantasy Gifts 536-0024
Potpourri of Mistick 536-0128
Zeke's Ship Shop 536-9313

PMS COVER STORY: Every month, on page 21, PMS gives you a full page of mortices. Use these mortices as shown, or slightly alter and combine to create striking effects. Three different mortices, done in similar styles, were used to create this month's PMS cover. Section removed from circle mortice, wings on bird shortened. Loop added to bottom half of deco mortice, then entire bottom half added beneath birds. Sections removed from lotus mortice, "flower" shapes staggered for height. Lotus shape repeated and added to bottom of circle. Design was put together in positive form and then printed in reverse. Printed in four Pantone® colors, in solids, screens and variations. Grad screens added to wings and "flower" shapes. All type is Letraset® Edwardian Bold.

TRADE SHOWS: This month Dynamic Graphics' representatives will be at **Printing Expo,** Philadelphia, PA, Apr. 4-6; **Imprinted Sportswear Expo,** Dallas, TX, Apr. 5-7; **CEPS,** Chicago, IL, Apr. 9-11; **Vicom,** Toronto, Ontario, Apr. 11-13; **T-Shirt & Actionwear,** Atlantic City, NJ, Apr. 12-14; **Tech Graphics,** Portland, OR, Apr. 18-20; **Printwear '91,** Charlotte, NC, Apr. 26-28.

SHORT CUTS

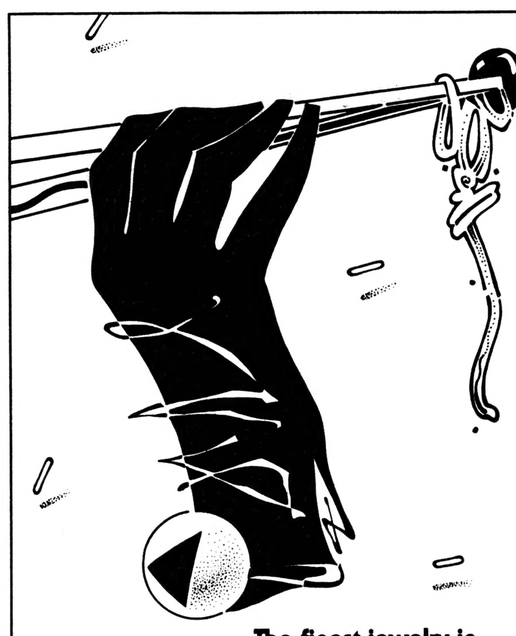
Hot hairstyles for spring!

Less is more this year, and we've got the look!

We'll cut you a deal all month long. Our short cut and style is only **$14**. So call us today.

BENTON THOMAS
Hair Designs

- 244 S. River St.
- Mon.-Sat. 9 to 6
- Phone 555-8976 for appointment



A Taste of the Orient

Announcing Our Far East Jewelry Collection

The finest jewelry in the world is now available here.

See our showroom display of:
- ◆ Jade pendants from India
- ◆ Sapphire rings from China
- ◆ Yen Ching serpentine necklaces
- ◆ Blue diamond rings from Japan
- ◆ Bangladesh 24k gold bracelets

Save up to 30%

on semi-precious & precious stones

Special purchase of loose gems from the Far East! Choose from blue topaz, garnet stones, emeralds, amethyst, rubies, and diamonds.

Ross Vandusen Jewelers
1044 N. Proxmire Road • Open 9 to 7 Mon. thru Sat.

"The crown jewel of jewelers since 1932"

JUST BECAUSE

Why wait for a special occasion to enjoy an extraordinary meal?

Treat that special person to a candlelight dinner in our intimate dining room atmosphere. Our award-winning chefs will prepare your meal from our international menu to your specifications. Just because.

The Cambridge
944 South Melendez Avenue
Phone 555-4677 for a reservation • Open daily for lunch and dinner

"parfum" Jan. '90 PMS

parfum

Don't settle for common scents. Uncommon scents are hard to pass up at 15 to 30% off during our Spring Fragrance Sale.

Perfumes from Jhérri, Myth, Fervor, Evoke, Aura, and other famous names.

Sale runs through Sunday, April 14.

Arlan's
Fair Oaks Mall

FAST

FREE DELIVERY
within city limits every day from 11 a.m. to 10 p.m.

In addition to pizza, try our
- Spaghetti & Salad
- Hot & Cold Sandwiches
- Fried Chicken & Seafood

Dining Room & Carry Out
Hours daily 10 a.m. to midnight

Riggio's
434 N. Webster Road
Phone for delivery at 555-8769

Catch our spring style

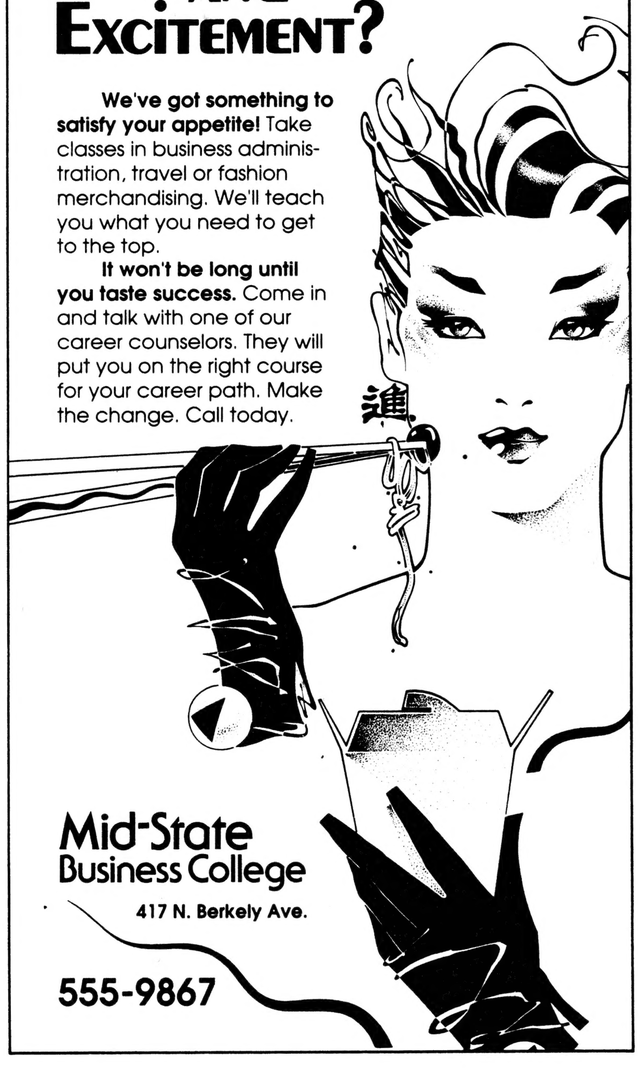
A sale you won't want to miss. Save on classic looks from furniture makers like Costello and Adams Family.

Costello Coffee Table	$215
Adams Family Wicker Chair	$109
Foster Mills Bookcase	$699
Adams Family Bedroom Set	$979
Costello Oak Dresser	$589
Foster Mills Walnut Desk	$499

Prices good thru April 7

larson's furniture gallery
507 North Ridgeway Ave. • Open daily 11-9

HUNGRY FOR SUCCESS AND EXCITEMENT?



We've got something to satisfy your appetite! Take classes in business administration, travel or fashion merchandising. We'll teach you what you need to get to the top.

It won't be long until you taste success. Come in and talk with one of our career counselors. They will put you on the right course for your career path. Make the change. Call today.

Mid-State Business College
417 N. Berkely Ave.
555-9867

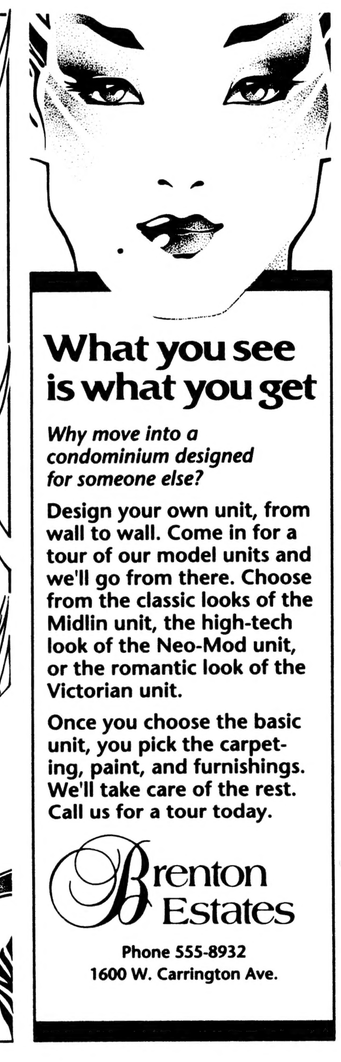
Pleasant Dreams

Drift off to sleep in a waterbed with our dream-like savings.

King Louis IV Twin with 4-drawer underdresser	$199.00
Madonna Wasp Queen-size waveless	$269.00
Adams Family King with black lacquer finish	$469.00
Pisces Lifestyle Twin with mirrored headboard	$279.00
Marie Antoinette Queen with full length heater	$319.00
Moss Woods King with oak bookcase	$439.00

Bauer Waterbed Outlet
220 W. Pine St.
Open daily 10 to 8

Sale prices last through Sunday, April 21, so hurry in.



What you see is what you get

Why move into a condominium designed for someone else?

Design your own unit, from wall to wall. Come in for a tour of our model units and we'll go from there. Choose from the classic looks of the Midlin unit, the high-tech look of the Neo-Mod unit, or the romantic look of the Victorian unit.

Once you choose the basic unit, you pick the carpeting, paint, and furnishings. We'll take care of the rest. Call us for a tour today.

Brenton Estates
Phone 555-8932
1600 W. Carrington Ave.

1/3 OFF

Save on men's active wear this Saturday and Sunday only. Selected warm-up suits, sweats, shorts and much more.

Bergan Sax
Deer Run Mall
Open daily 10 to 8

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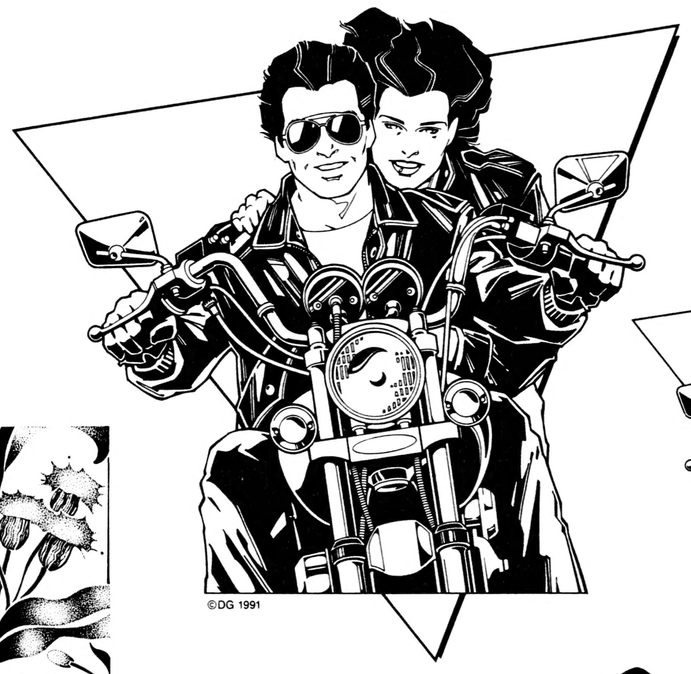


Heat up your spring and summer fashion promotions. Use realistic, stylish *PMS* figures.

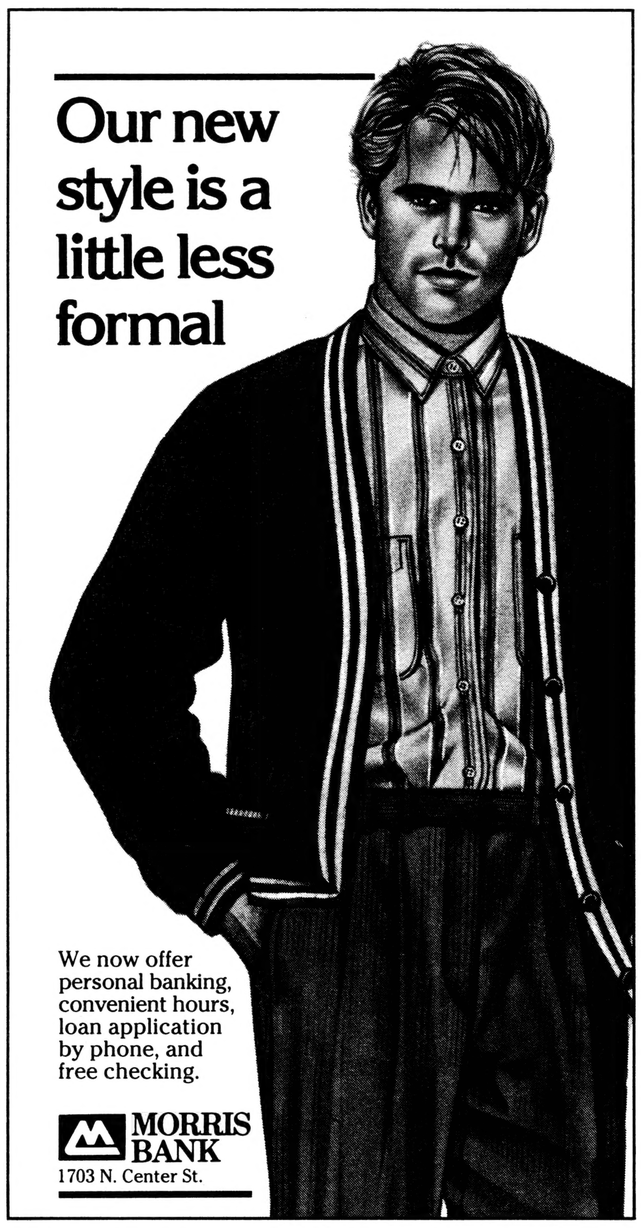
Three active figures, all from one series, grouped together for maximum impact.

Versatile illustrations can be flopped, greatly enlarged, or cropped to alter the look.

Use various *PMS* fashion illustrations to appeal to a wide variety of women, men, and teens.

***PMS* art** and your ideas make a **hot** combination!

"Hot!" June '90 PMS


Our new style is a little less formal
We now offer personal banking, convenient hours, loan application by phone, and free checking.
MORRIS BANK
1703 N. Center St.

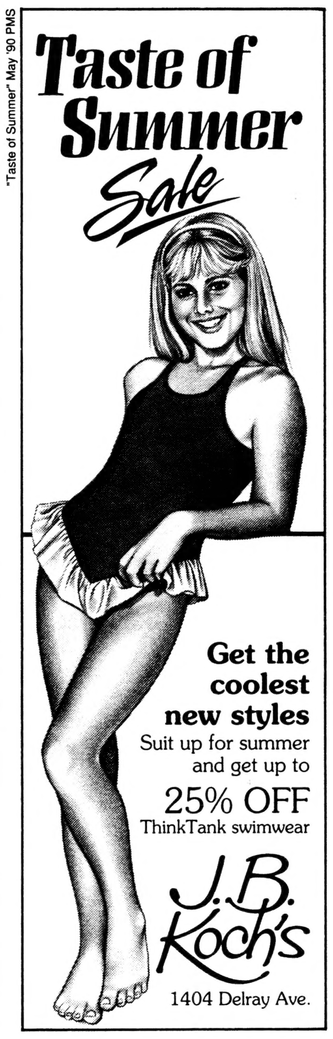
Butterflies April '90 Clipper "Spring Sale" Mar. '90 PMS

S·P·R·I·N·G S·A·L·E
Cause a sensation wherever you go in soft, breezy styles and the new spring colors and patterns. Selected spring styles are on sale now through April 29. Save up to 40% on women's dresses, spring suits, knits, separates, casual wear, denims, and designer wear.
JON HARRIS, LTD.
701 W. Harlingen Ave.

"Festive 'n' Fun!" Nov. '87 PMS

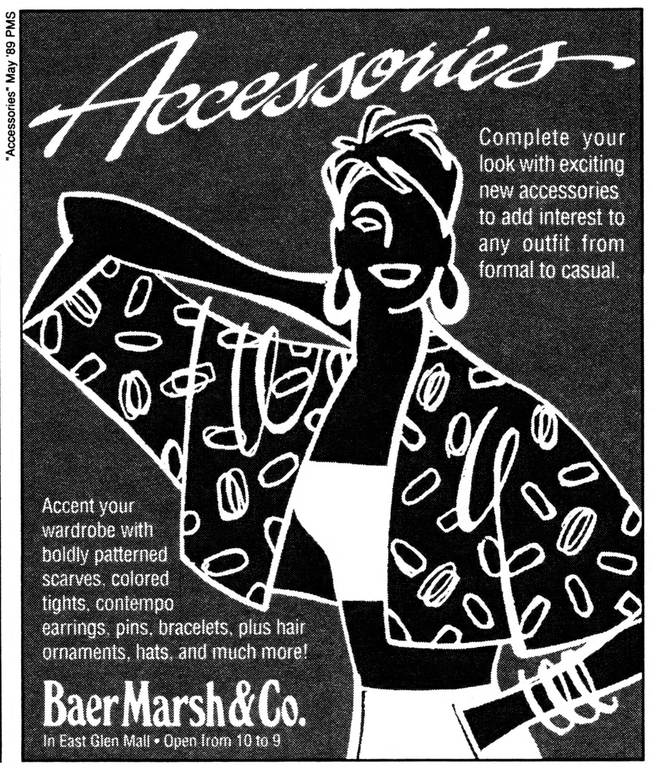
Spring into a new look!
Try cool sundresses in quick & easy patterns.
• Haute Monde
• Saxon Blue
• Viki Vale
Festive 'n' Fun!
It's sew easy to make your own new clothes!
We've got everything you need to get started, from patterns and fabrics to trim and buttons.
STITCH 'N SEW
2312 N. Lincoln Ave.

"Taste of Summer" May '90 PMS

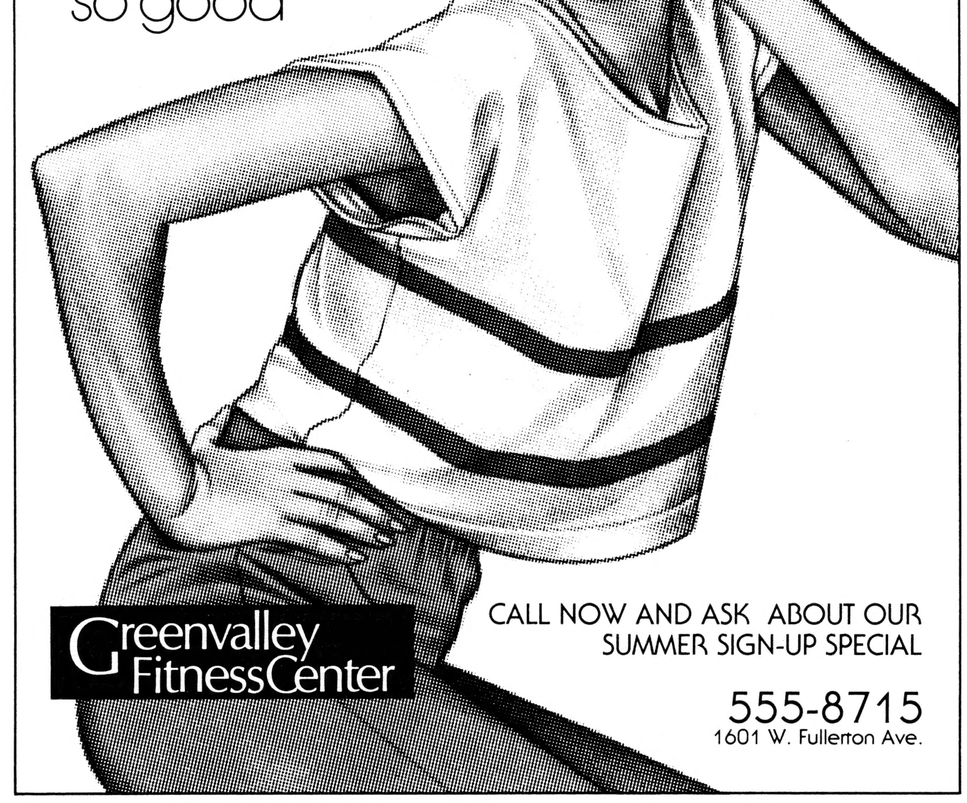


Get It In Gear!
Hurry Out & Save Big On Men's Spring Fashions
Everything from suits to shirts to sportswear is on sale now through April 30th.
SAVE UP TO 50%
on selected merchandise
Marshall's
501 N. Glenlake

"Accessories" May '89 PMS


Accessories
Complete your look with exciting new accessories to add interest to any outfit from formal to casual.
Accent your wardrobe with boldly patterned scarves, colored tights, contempo earrings, pins, bracelets, plus hair ornaments, hats, and much more!
Baer Marsh & Co.
In East Glen Mall • Open from 10 to 9

Get your mind in shape this summer. Sign-up for the summer '91 session begins April 8. Take classes in anything from interior design to accounting.
Take A Step In The Right Direction. Take Summer Session Classes.
Course catalogues are available in the Admissions office, and the Cray Library. Registration ends May 24. For information, call 555-9934.
MIDSTATE COLLEGE


"I never knew I could feel so terrific – and look so good"
Greenvalley Fitness Center
CALL NOW AND ASK ABOUT OUR SUMMER SIGN-UP SPECIAL
555-8715
1601 W. Fullerton Ave.

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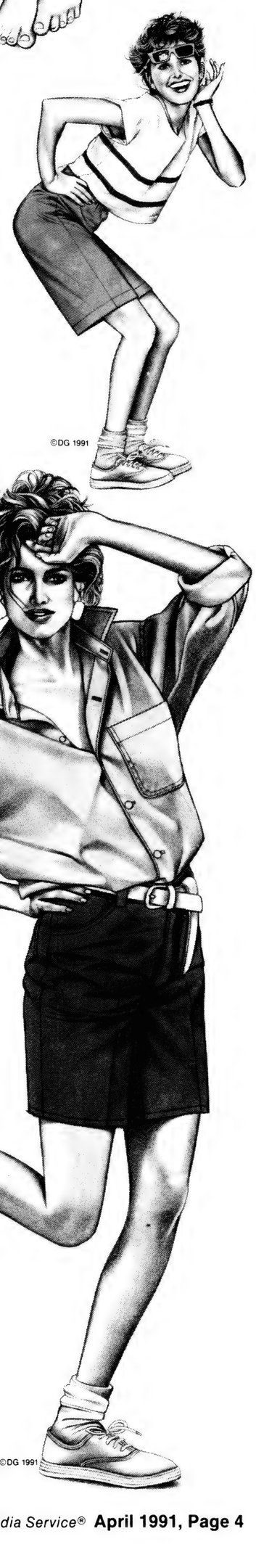
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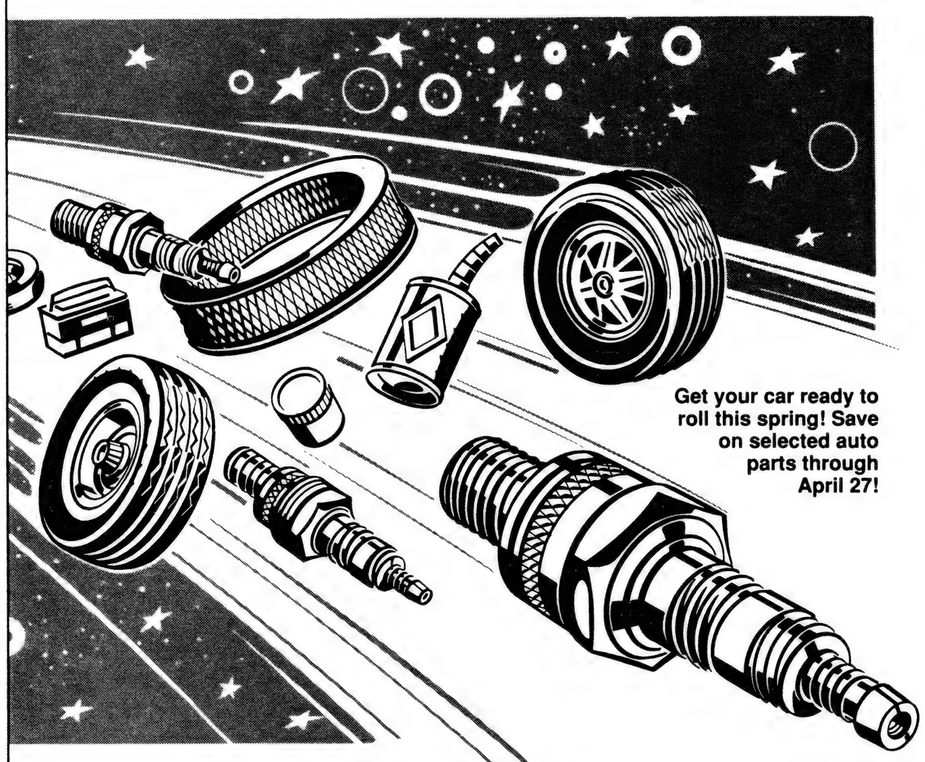
"Block•Buster Specials!" Feb. '90 PMS

BLOCK•BUSTER *Specials!*



Get your car ready to roll this spring! Save on selected auto parts through April 27!

The Auto Barn
1022 East University Parkway • 555-8746
Open Mon. thru Sat. 9 to 9, Sun. 12 to 6

Special advertising supplement to the Pine Grove Register Sunday, April 7, 1991

Get the white glove treatment. You deserve our low luxury car prices and excellent service.

GOOD TASTE SALE!

1991 Acquin Roadster
new aerodynamic design.....**$17,499**
1991 Corinthian Parthenon
hard-top convertible.....**$24,849**
1991 Corinthian Town Car
computerized dash, V8.....**$21,799**
1991 Fanion Xanthous
independent suspension, V8.....**$23,899**
1991 Mercado Vicar
4-door, 3.8 liter V6.....**$16,599**
1988 Mercado Chimera
2-door, 2.8 liter twin cam.....**$13,999**
1990 Molaire J2 Sedan
front-wheel drive, sun roof.....**$17,999**
1989 Vector Hubris
4-door, leather interior.....**$18,699**

Center City Auto
• 434 East War Memorial Drive
• Open Mon.–Sat. 10 to 9, Sun. 11 to 6
• Phone 555-6444

"Be a Winner!" Feb. '91 Clipper

BE A WINNER!

Join the New Age Sales Team at Bell Auto Sales

A perfect job for self-motivated person with good communication skills. If you fit this description, you could be the person we're looking for.

Ideal candidate has a bachelor's degree in communications or related field and 3 years sales experience.

Send cover letter and resume to Bill Wheeler at address below. No phone calls, please.

Bell Auto Sales
201 N. Braxton Avenue
in Clinton Heights

An equal opportunity employer

"We're Celebrating" Nov. '89 Clipper

We're CELEBRATING

Our Great Customers

It's our one year anniversary and we're offering you our Birthday Special!

15% off

Complete auto detailing, including wax and shampoo.

V.I.P. Car Care
935 E. Veterans Parkway
Appointments 555-9474

Open 7 days a week

Get a Tough Tire

Rumbler XTC Classic
Steel belted radial all-weather whitewalls **$52**

Roadman GT-3 Sport
Steel belted radial for import sports cars **$64**

Unicorn ATV Bear Paw
All-terrain tire for jeeps and full size trucks **$79**

Free brake inspection with the purchase of a set of tires.

Westford Tire
425 W. Leonardo Road • 555-8997

A New GAS MISER Will Drive You Happy

Stop stopping at gas stations all the time. Our sporty, fuel efficient import cars and light trucks will drive you away from the gas pump.

'91 Iwana Gem
35/42 EST. MPG.....**$6,949**
'91 Vendaro Depot
5-speed manual.....**$7,389**
'91 Messon Banter
3/30 warranty.....**$6,439**
'91 Hyoda Gypsy
2-door hatchback.....**$7,899**
'91 Yogata Pinnacle
29/36 EST. MPG.....**$8,749**
'91 Vendaro Scuttle
39/44 EST. MPG.....**$5,999**
'91 Bermuda Quarry
Power windows.....**$7,399**

Perino Auto Imports
325 North Farmington Road
Phone 555-9444

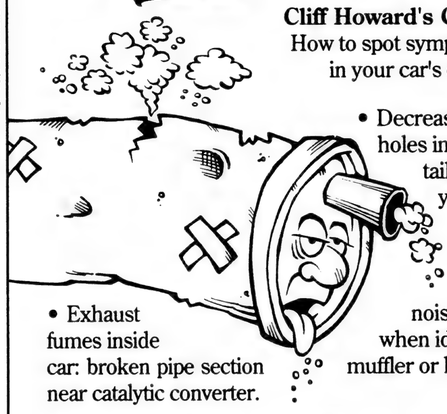
Open Monday thru Saturday 10-10, Sunday 12-5

Your wheels to the world since 1972

"For Your Information" June '88 Clipper

For Your Information:

Cliff Howard's Car Care Tips: How to spot symptoms of trouble in your car's exhaust system.



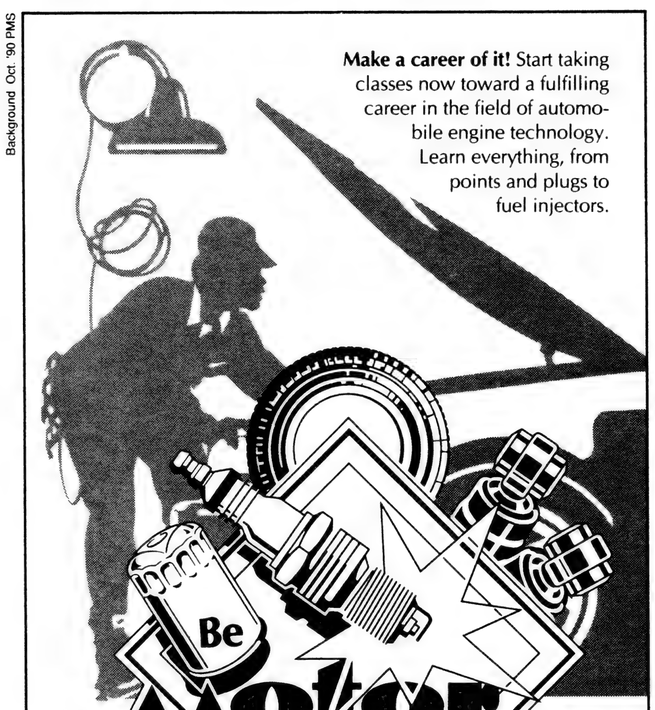
- Decreased gas mileage: holes in the muffler and tailpipe can reduce your gas mileage by more than 15 percent.
- Increased noise and vibrations when idling: a worn-out muffler or loose mountings can cause this.
- Exhaust fumes inside car: broken pipe section near catalytic converter.

If you notice any of these symptoms in your car, take it in to a muffler shop or garage for an inspection. And make it a point to read Cliff Howard's Car Corner every Sunday for more important Car Care Tips.

The Hayward Times-Tribune

The Muffler Specialists
No more noise! We'll replace your muffler and get you back on the road in no time. Quietly.
Jerry's Muffler Shop
346 East Parish Avenue
Call today at 555-8444

Background Oct. '90 PMS



Make a career of it! Start taking classes now toward a fulfilling career in the field of automobile engine technology. Learn everything, from points and plugs to fuel injectors.

Next class session begins Monday, April 22.

Financial aid is available for qualified students.

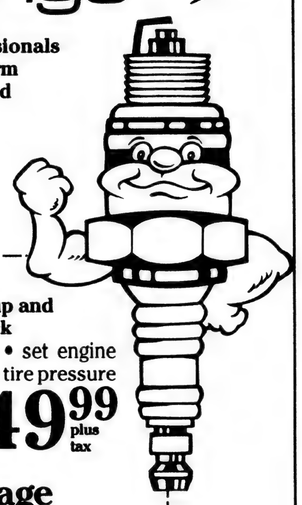
Don't wait another minute! The class registration deadline is Friday, April 5. Phone 555-8876 for more enrollment information.

Washington Tech School
325 West Westminster Road • A certified AIMMO school

Time for a Change

Right now! Let our professionals get your car ready for warm weather with a tune-up and maintenance check.

Bring this coupon in during the month of April for big savings.



COUPON

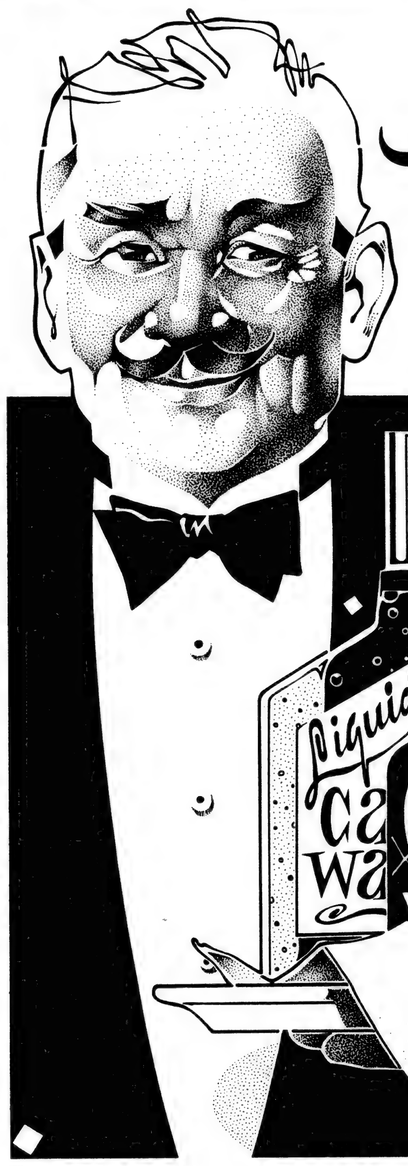
Comprehensive Tune-up and Maintenance Check
Includes • oil & filter change • set engine timing • Steering & brake fluid • tire pressure
• air filter change
• new spark plugs
• adjust carburetor

$49.99 plus tax

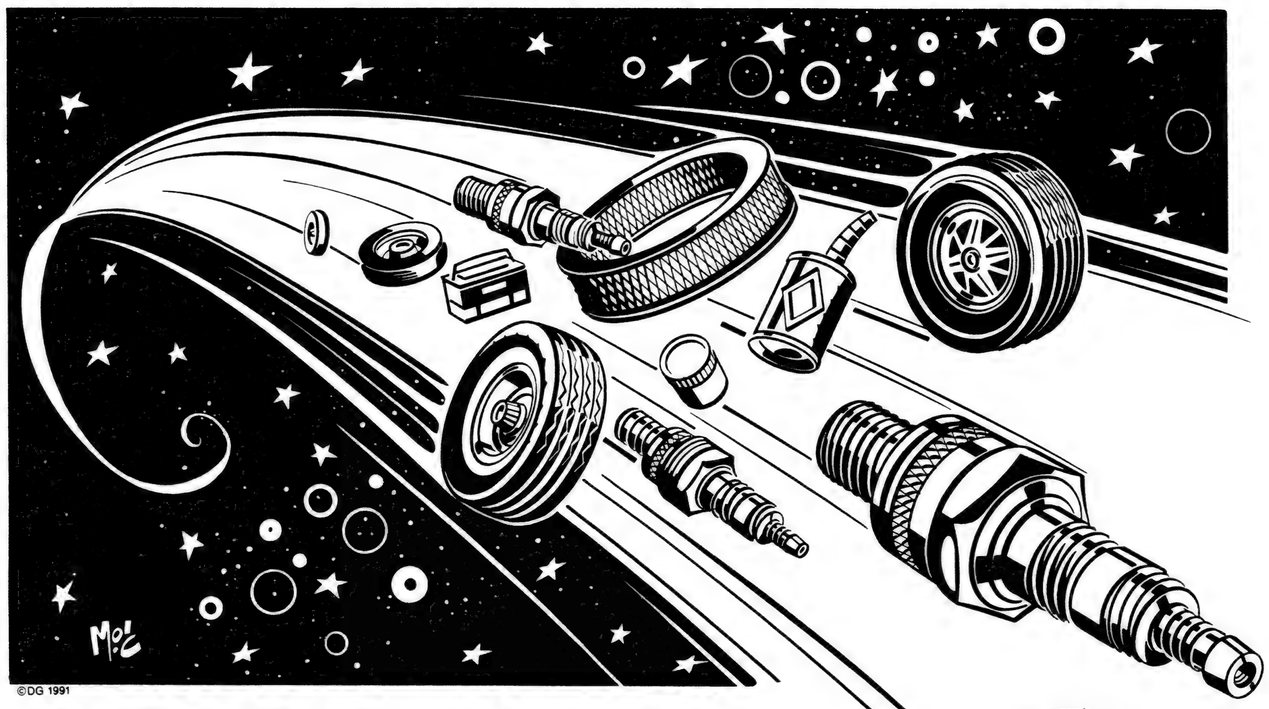
Murray's Garage
1008 N. Parish Road • Phone 555-8877

"At Your Service" Jan. '90 Clipper

At Your Service



Special supplement to Bayview Times Herald Sunday, April 14, 1991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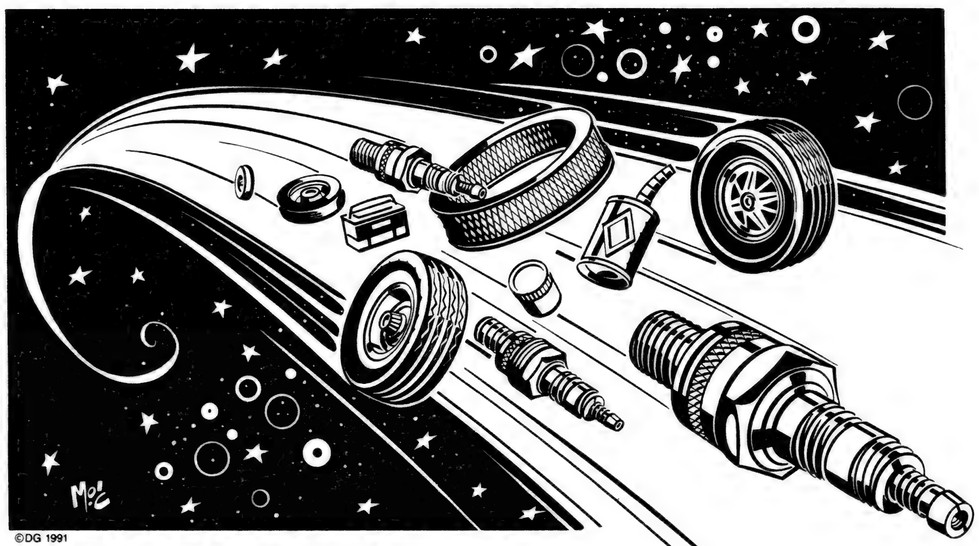
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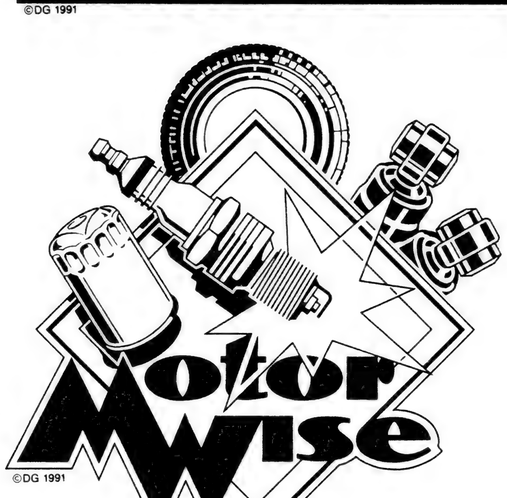
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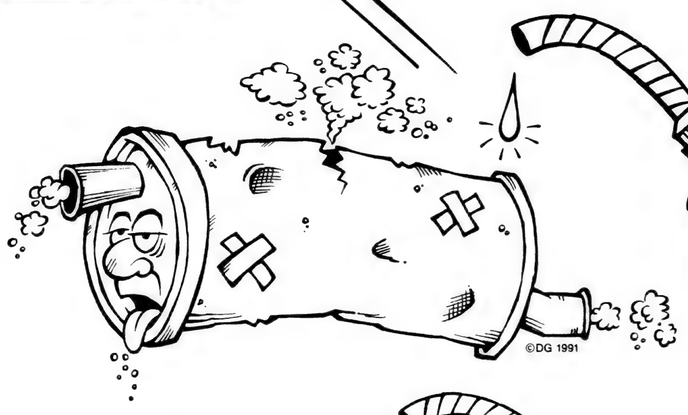
Motor Wise
©DG 1991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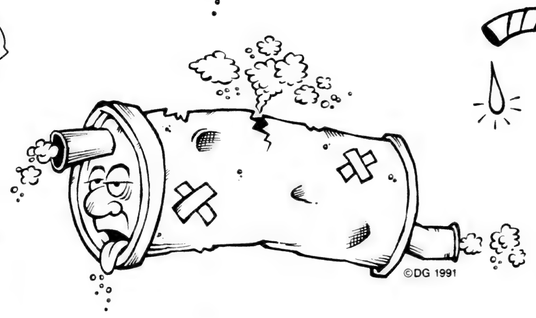
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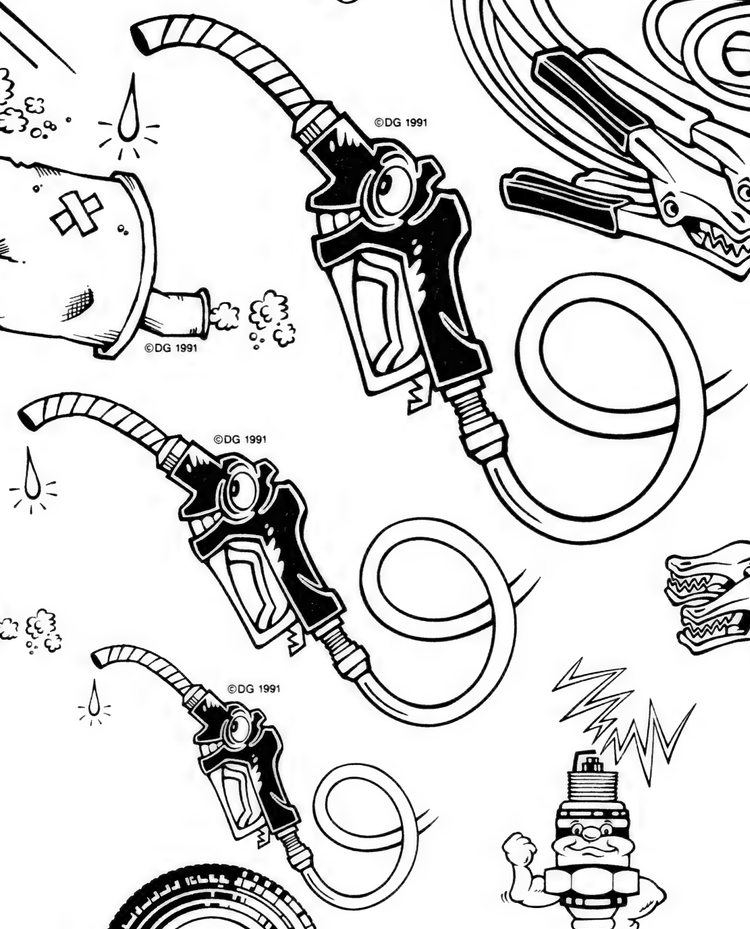
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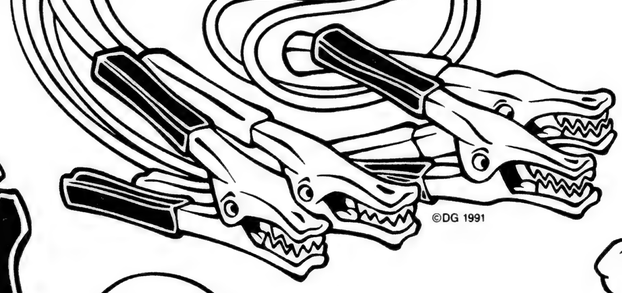
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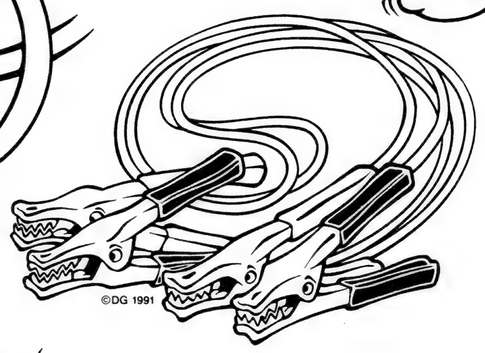
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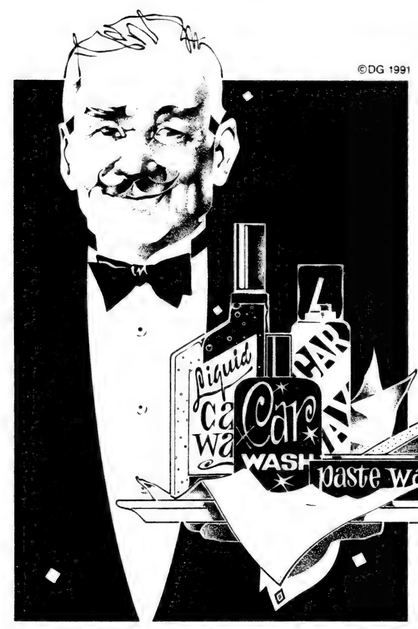
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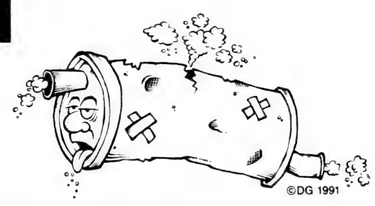
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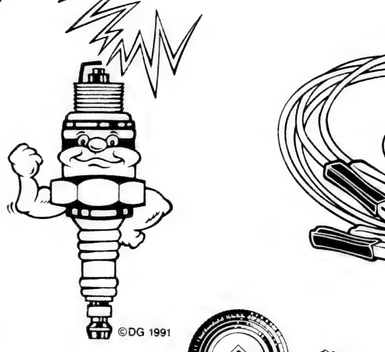
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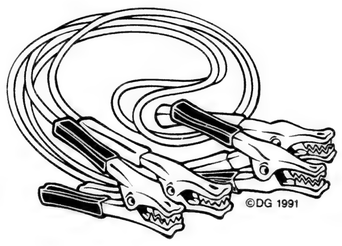
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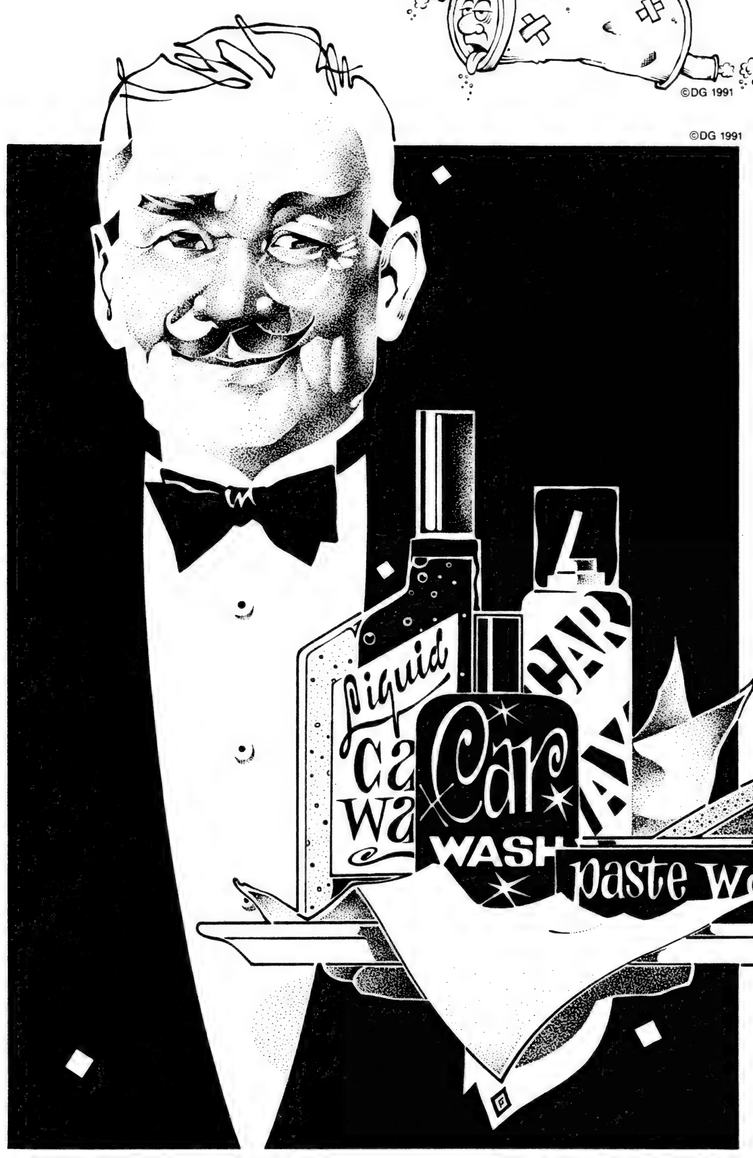
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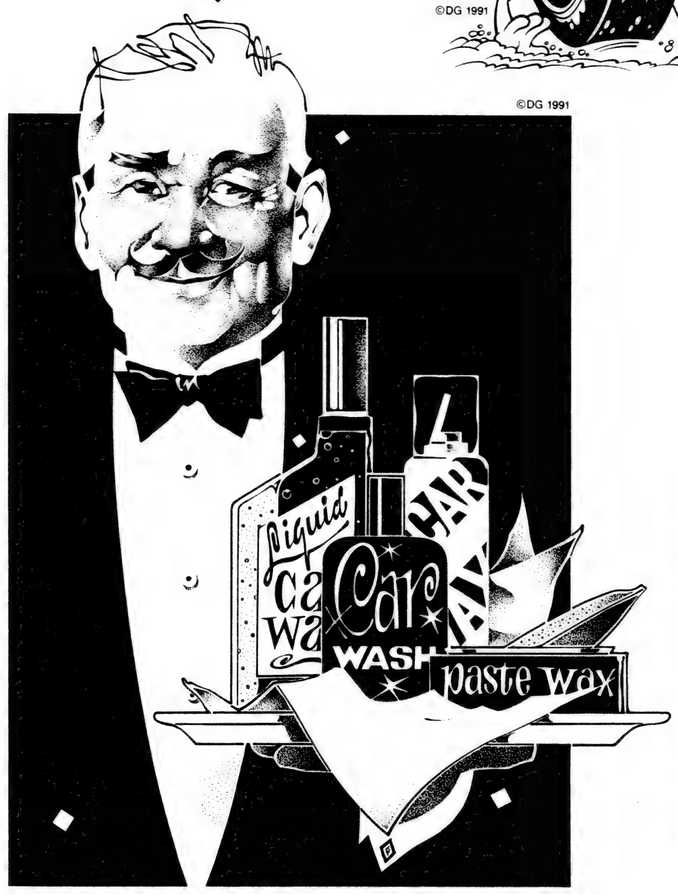
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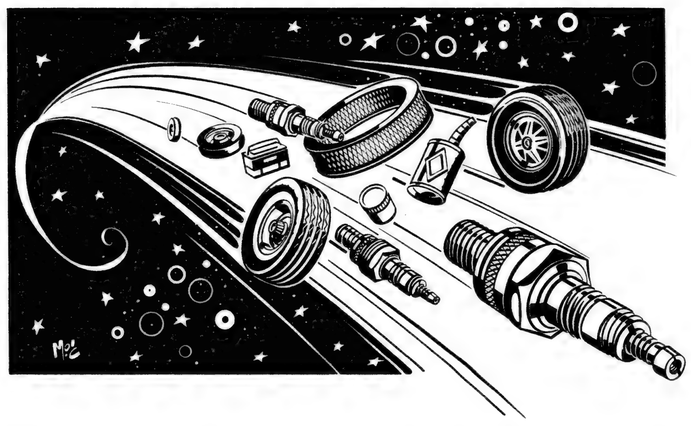

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...then we'll help you clean up with a garage sale ad in the classifieds!

Advertise in the classifieds and guarantee yourself a successful sale!

Call 555-8764

THE OBSERVER

"Spring" Jan. '89 Clipper

Spring FESTIVAL OF SAVINGS

7 Big Days April 16-22 Ace Variety

4 pack 75 or 125 watt **Light Bulbs** $2.59 • regular $2.99

Vid Boy **Arcade** $99.99 • includes control center and 2 joysticks

Clark Kent **Super Glue** $1.79 • Strongest in the universe!

ElectroMax **AA Batteries** $2.39 • 4-pack super heavy duty

10 lb. bag **Grass Seed** $5.99 Guaranteed to grow! • Georgia classic • blue grass

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Talk to one of our investment professionals today to find out how your investments can bloom.

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4527 University Street Telephone 311-555-9876

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WITH A HOME OF YOUR OWN

All of our homes are set on spacious, wooded lots. Call today to see the new Forest Glen developments.

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IT'S YOUR SEASON TO BLOOM

Put new life into your career! Sign up for a practical course to hone your business skills.

4-week classes start April 22 including:

Basic Applications in Accounting 125

Delegation in Management 222

These courses are designed to give you experience in applying these critical business skills.

Sign up today 555-8856

Central College

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in·e·a·th of Spring

Start your spring remodeling with us!

Exterior **Latex** $12.99

Exterior **Stain** $17.49

Trim **Paint** $22.79

Sale prices good thru April 28

Flat wall **Paint** $14.99

Interior **Stain** $19.49

We sell paint tools and accessories too.

Stop in today and use our ColorMatch interior and exterior color coordination system.

TOM'S Paint Store
1126 E. Mortimer

Spruce up for Spring Sale

Special spring savings on lawn and garden needs.

Weslyan Elm Trees
Make wonderful shade trees, easy to care for, only $29.95

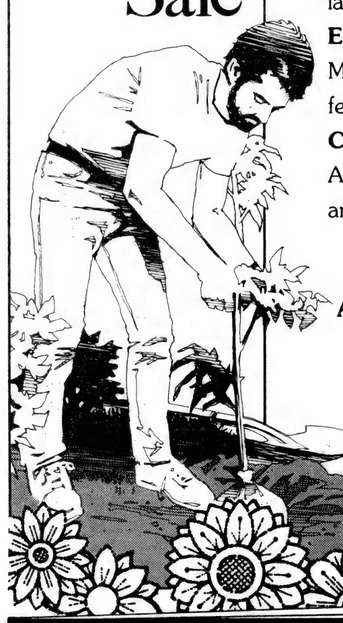
EasyGrow Lawn Fertilizer
For a lush, green, beautiful lawn. 2 lb. bags, $7.99

Elegante Box Hedges
Makes an excellent privacy fence. Each bush $35.00

Climbing Flame Ivy
Adds a touch of greenery anywhere! Each flat $15.00

• **We also carry Gardener's Helper gardening tools.**

Ask about our special delivery service!



WESTSIDE NURSERY
1700 Linden Rd.

"Spring" Dec. '90 Clipper

Spring INTO ACTION

INSIDE AND OUT!

20% Off on assorted home & garden aids & supplies

Stock up and save big on everything you need for those busy spring cleaning, [illegible] and decorating da[illegible]

Extra Savings! Look for our unadvertised specials daily

AL'S HARDWARE
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"Swing into Spring" April '86 PMS

Swing into Spring

and get your form in shape for summer.

Head out to the course and get yourself back into the swing of things.

The course and pro shop will be open during regular hours beginning April 15. Bring out a friend or family member for spring classes!

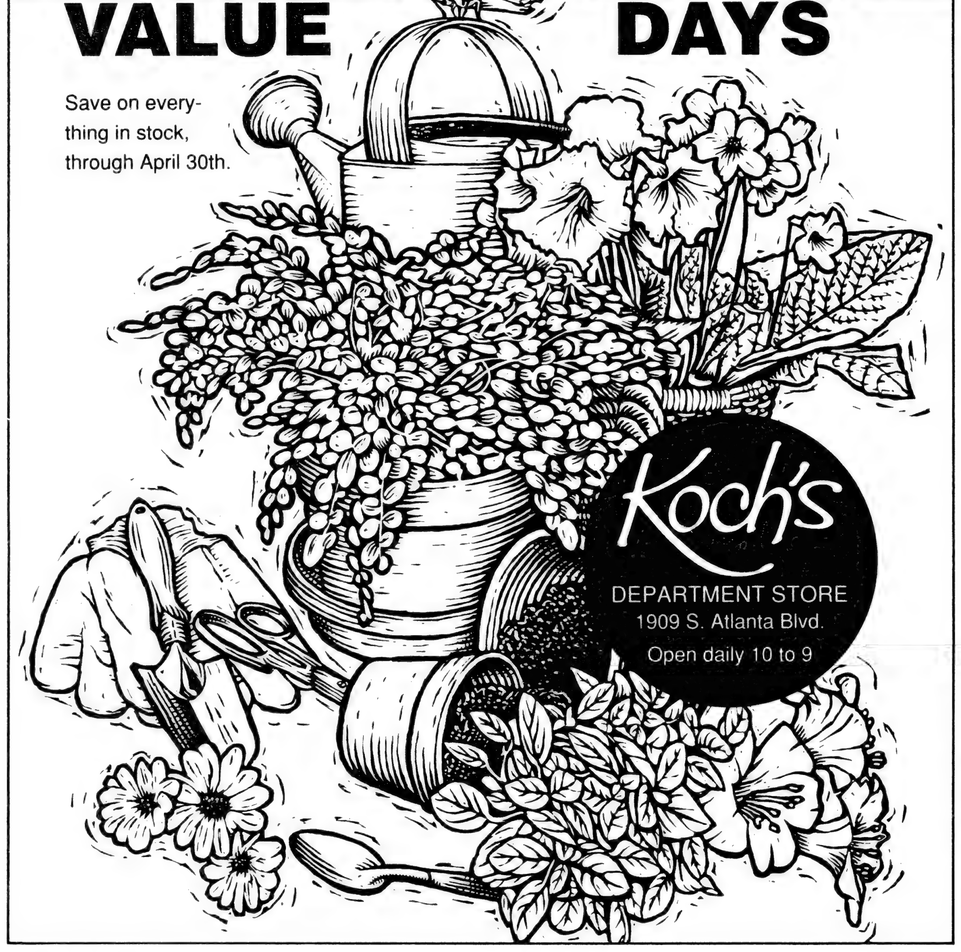
CLASSES BEGIN
April 22, evening and weekend sessions available.
- **Beginner Courses**
- **Intermediate Classes**
- **Advanced Training**
- **Refresher Sessions**

Just call and sign up today!

WILLOW OAK
GOLF COURSE
Phone: 555-3899
101 Willow St.

SPRING VALUE DAYS

Save on everything in stock, through April 30th.



Koch's
DEPARTMENT STORE
1909 S. Atlanta Blvd.
Open daily 10 to 9

Spring & Summer Activities

Spend the spring and summer months with us

Park Activities

Enjoy the great outdoors this year! Sign-up for spring and summer activities begins Monday, April 15. Park activities are free to residents of Fullerton and Broward counties.

GOLF
Play like a pro! Beginner or intermediate classes.

TENNIS
It's great exercise. Learn to play singles or doubles.

SWIMMING
Taught by a certified lifeguard. Classes for 5 to 13 year olds.

HIKING
A 3 week class for 10 to 15 year olds.

T-BALL
Kids under 7 learn baseball the easy way. Co-ed class.

LIFESAVING
Must be 16 or older. Skills test required.

GYMNASTICS
Basic tumbling course for boys and girls under 12.

AEROBICS
A low-impact class designed to increase fitness.

We also offer special Saturday classes:
- **Water Aerobics**
- **Square Dancing**
- **Painting**
- **Folk Music**
- **Origami**
- **Pottery**

Call 555-7789

Activity fees may be required for some classes

Sign Up Today!
Anderson Park District

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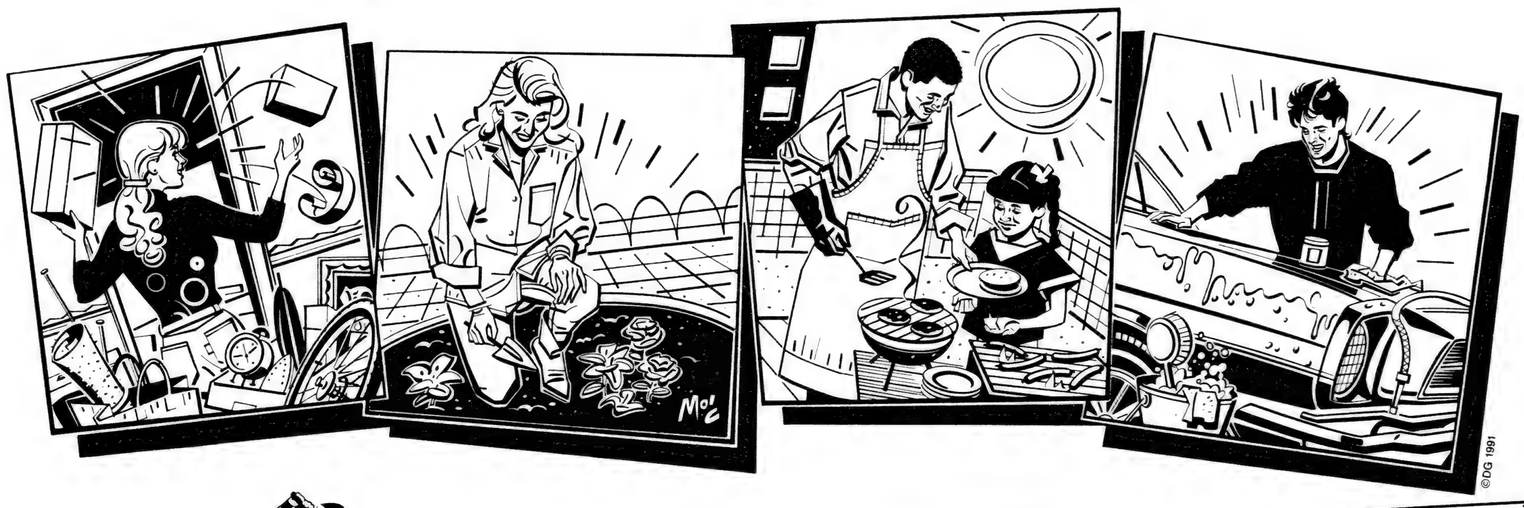

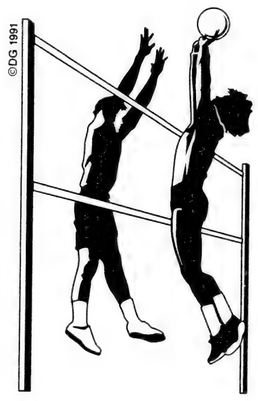

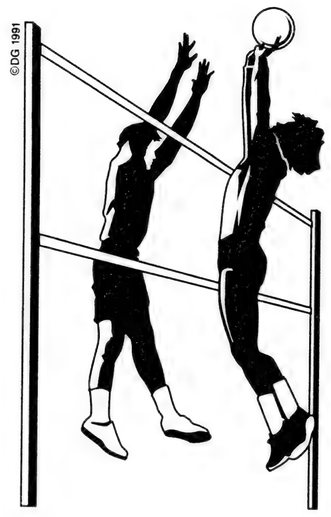

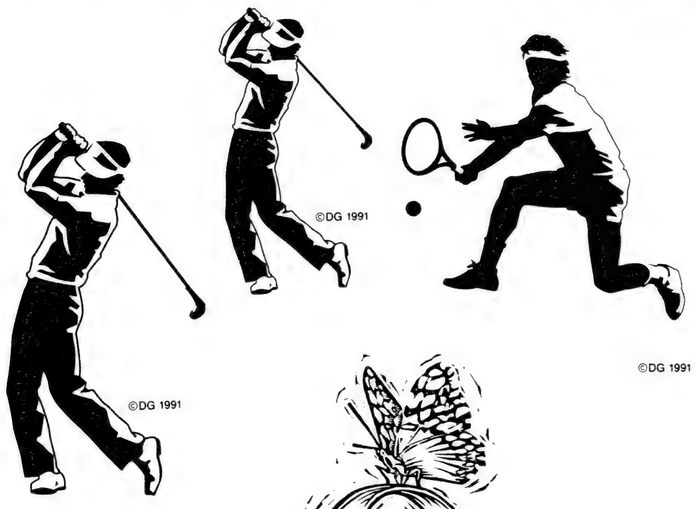

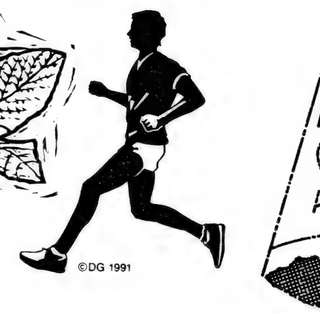

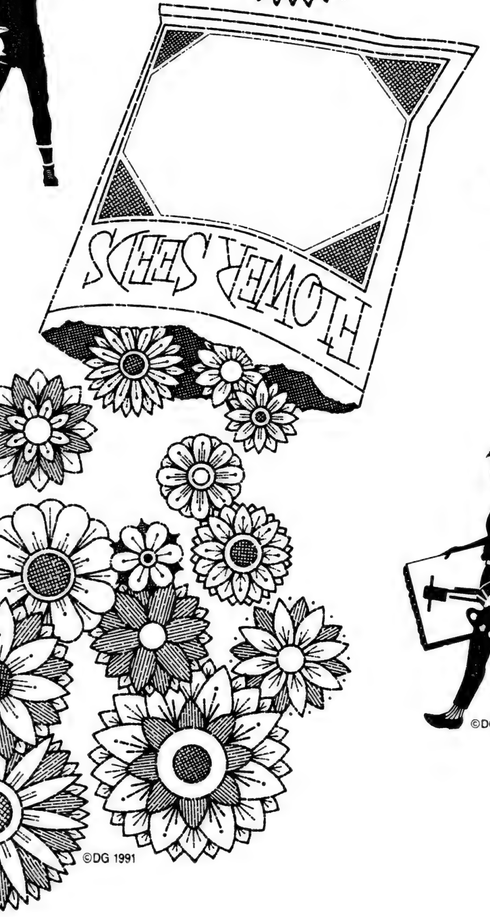

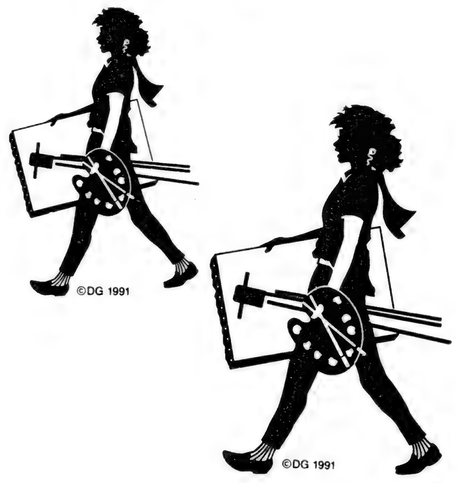

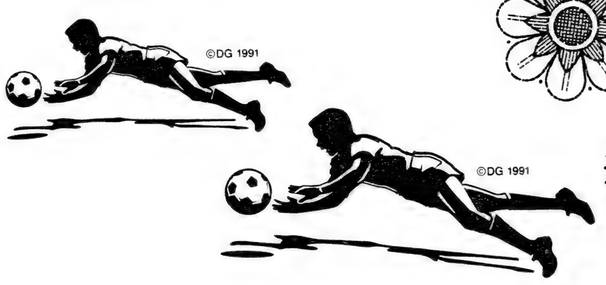

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Phone 555-4366

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Call us when spots have you on the spot.

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What's Shakin'?

Live music is the spice of life!

Put on your dancin' shoes! It's Friday Night Live!

Featuring
Romeo & The Ottomen
8 p.m. • $2 cover

And don't forget! Live deejay Saturday & Sunday night!

WE'RE THE NIGHT SPOT
355 E. Campbell Street

HOW *Sweet* IT IS!

A Romantic Weekend For Two

Spend some quality time with that certain someone. Three days and two nights in one of our Deluxe Suites.

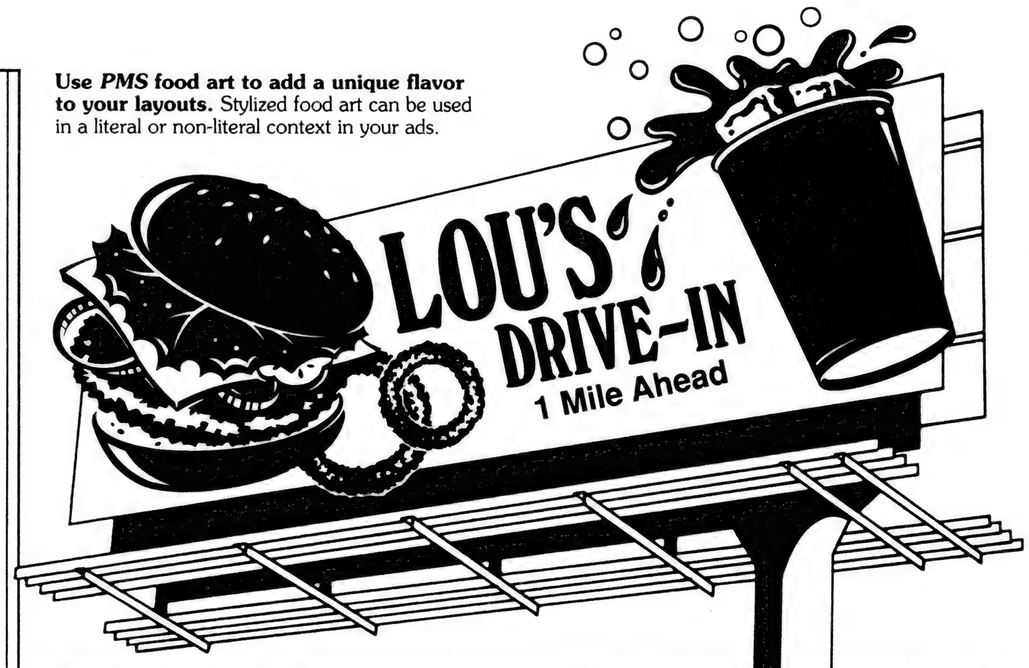
only $179.79

• **includes hotel meals and fitness club passes**

So treat them to a weekend and we'll treat you like a king and queen. Call for your reservation.
555-9988

Regis Hotel

Use *PMS* food art to add a unique flavor to your layouts. Stylized food art can be used in a literal or non-literal context in your ads.



Bursts Feb. '89 PMS

ANNIVERSARY Sale

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5 piece country
Dinette
$329.99

Assorted
Floor Lamps
• Choose from brass swing arm, club, and torchiere styles
$49.99

Lincoln
Bed Sets
$449.99 and up
◆ Includes box springs

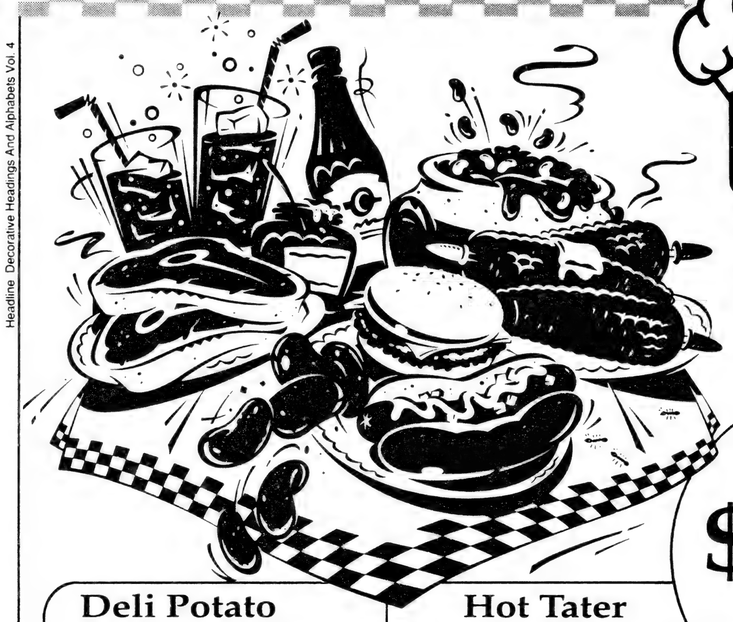
Adams Family
Couches
$409.99 and up
◆ Various styles

Four Blade
Ceiling Fans
3-Speed $35.99 | 5-Speed $52.99

Stigmatic
Love Seat
$279.99

Plant Stands
Choose glass and brass or wicker

Headline Decorative Headings And Alphabets Vol. 4



COOK OUT favorites

Get cookin' with big savings!

Prime Rib **Steaks** $3.69 lb. • 95% lean

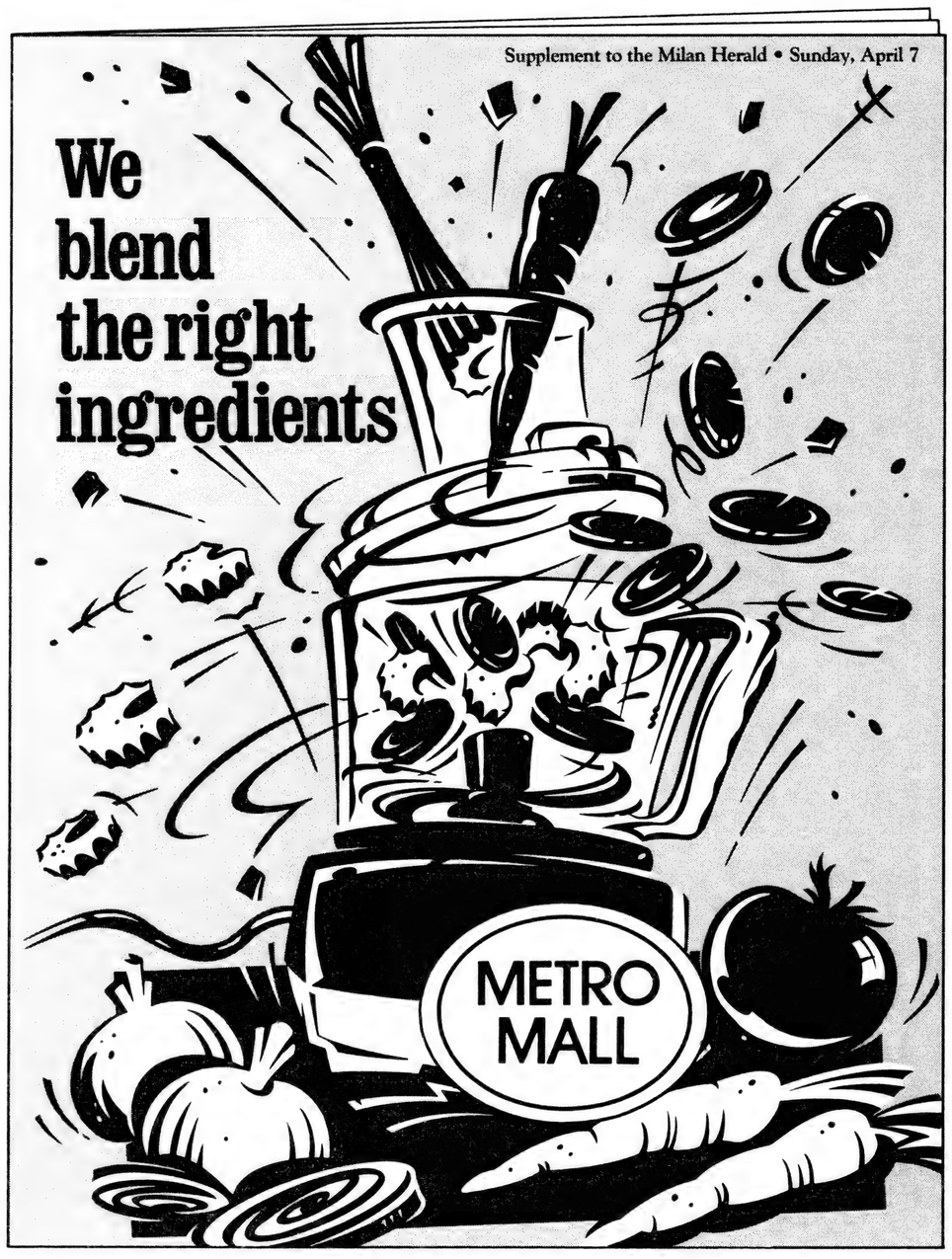
Grillin' **Hot Dogs** $1.79 20 oz. • bun length

Deli Potato Salad..... $1.58 lb.

Hot Tater Chips..... $1.79

Supplement to the Milan Herald • Sunday, April 7

We blend the right ingredients



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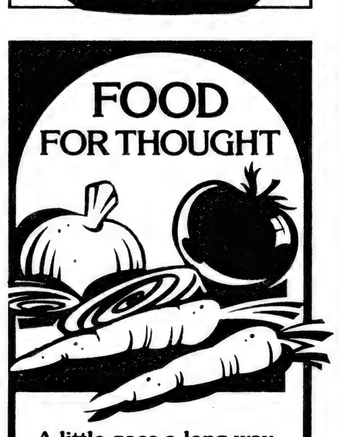
FAVORITE

People can't wait to get their Thursday paper these days. Why? Edgar Wordsmith's "Laugh of the Week" column in the **Tempo** section, of course! **It's humor with a bite!**

THE OBSERVER
All the News that Fits

Season Your Life



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Don't let a trip to the store eat up your precious time.

You'll find what you need close by. Come to one of our four locations and you'll find everything from toys, to arts and crafts, to office supplies.

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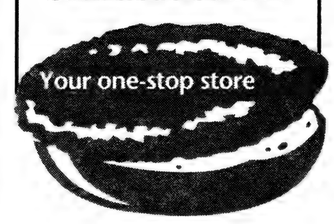

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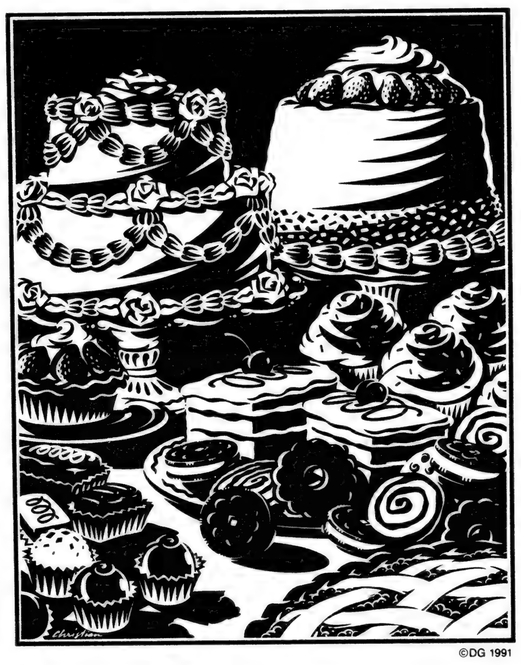

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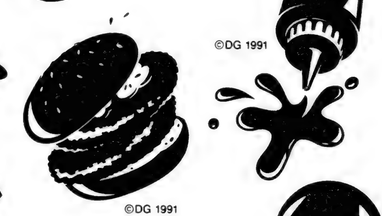

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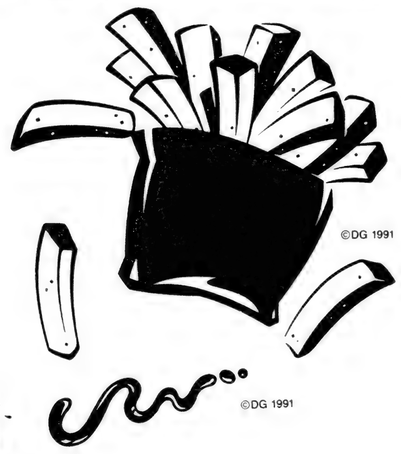

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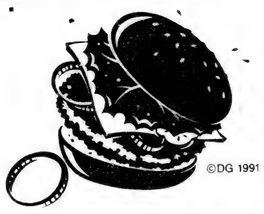

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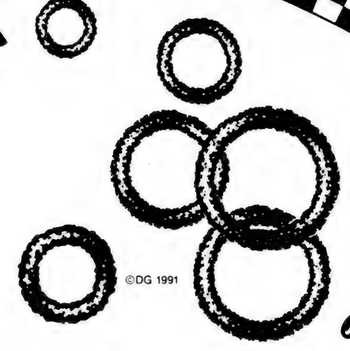

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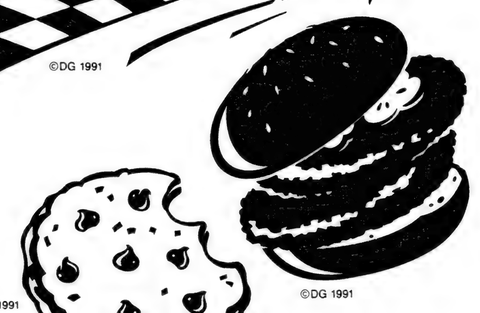

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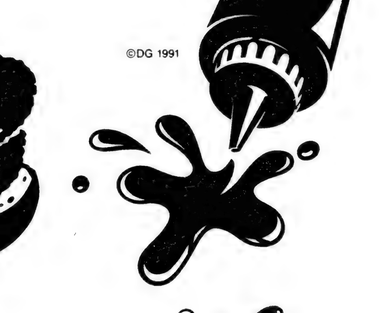

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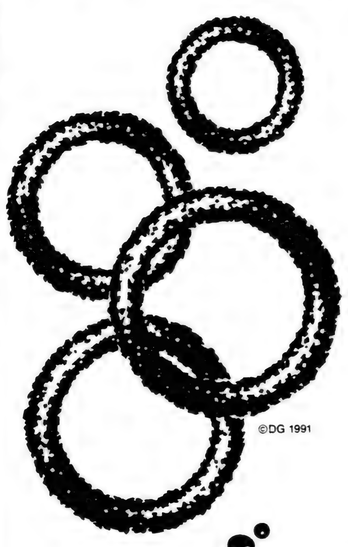

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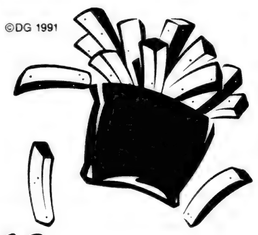

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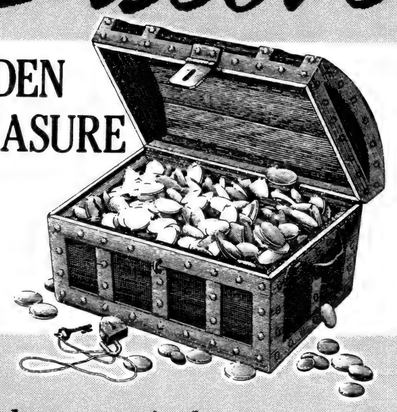


HIDDEN TREASURE that's been buried for years

Search your attic, basement, or garage!
Take those old bicycles, lawn mowers, clothes, dishes, and anything else that's been taking up space, and turn it all over to us. We'll get you the best possible price for your "used but nice" items.

L. G. GAYNES CO.

102 Wharton • 555-6643 Sales On Consignment

You can bet on us ... for the best deal in town!

We've got the lowest prices in town for your business or personal printing needs. And we guarantee it!

- Offset Printing • Binding
- Copying • Custom Color
- Desktop Publishing • FAX
- Free Pick-up and Delivery

555-4599

RAPIDPRINT CO.
1554 W. Phoenix Ave.

Burst Feb. '89 PMS

"Celebrate America!" July '84 PMS

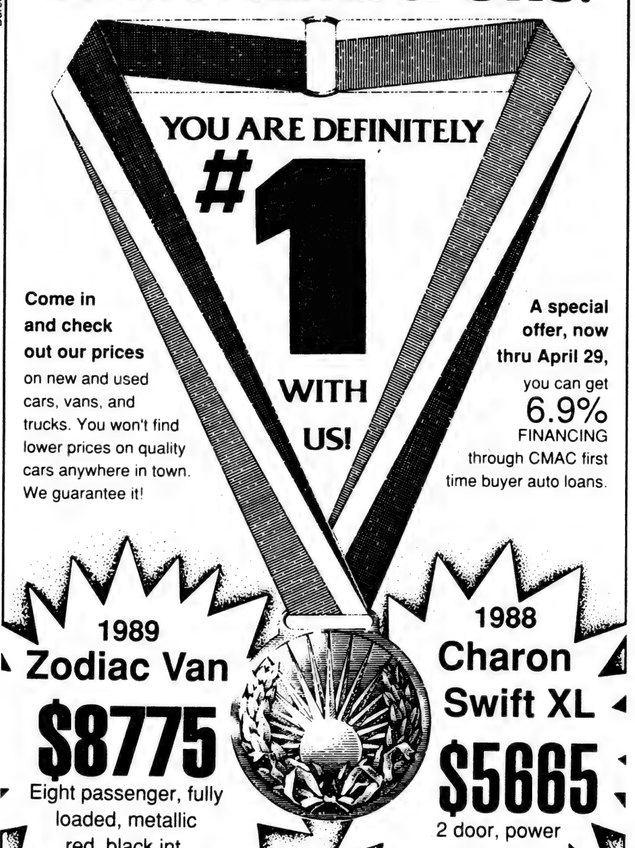
CELEBRATE AMERICA!

Spend your vacation this year in a beautiful spot, right here in the U.S.! Call and make an appointment to come see one of our agents today.

GLOBAL TRAVEL
Phone: 555-7331

Bursts Feb. '89 PMS

Who's Number One?



YOU ARE DEFINITELY #1 WITH US!

Come in and check out our prices on new and used cars, vans, and trucks. You won't find lower prices on quality cars anywhere in town. We guarantee it!

A special offer, now thru April 29, you can get 6.9% FINANCING through CMAC first time buyer auto loans.

1989 Zodiac Van
$8775
Eight passenger, fully loaded, metallic red, black int.

1988 Charon Swift XL
$5665
2 door, power steering

1986 Iyota Crest
Gas saving sub-compact, 4 door, rear wheel drive
$6775
AM/FM cassette

1991 Icon Truck
4 wheel drive, metallic black, gray interior, AM/FM cassette
$13,899
Power steering

"The best wheels in town!"

Northtown Auto
Just Off Rte. 17 On Auto Row Phone: 555-9431

Figure and headline Feb. '88 PMS

GRAND OPENING

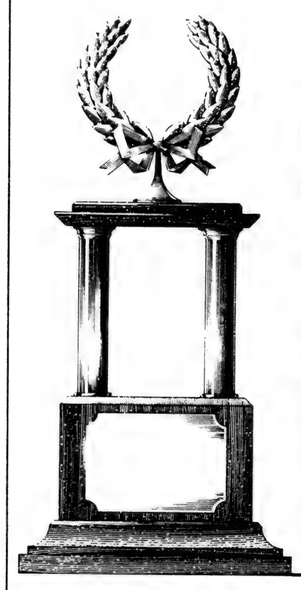
Bergens

Come out Saturday, April 13 for grand opening savings!

Super savings just for you!

Save on Casual Knits 15% OFF ALL FAMOUS MAKER

All men's Designer Jeans 30-40% OFF



Presenting the smart shopper's **Award**

Smart shoppers know the place to go for the best bargains in town on women's, men's, and children's fashions, housewares, electronics, appliances, toys, or anything else for the family.

Be a smart shopper! Check us out today

Pennington's DEPARTMENT STORE
Located In Maclean Plaza

"Coupon Days!" Feb. '78 Clipper

They're here again!

COUPON DAYS!

AT VALLEY SHORE VARIETY
160 Devonshire St.

April 6-27

VALLEY SHORE COUPON
Skylark Scented **Candles** $2.29
10 count box only
Expires 4-8-91 Reg. $4.50

VALLEY SHORE COUPON
Enclosed Travel **Puzzles** $6.50
For ages 3 and up
Expires 4-11-91 Reg. $7.80

VALLEY SHORE COUPON
Magnetic Digital **Timer** $7.80
Perfect for the kitchen!
Expires 4-18-91 Reg. $10.00

VALLEY SHORE COUPON
Rayon Throw **Pillows** $9.47
Six decorative colors
Expires 4-16-91 Reg. $12.99

VALLEY SHORE COUPON
Bedside **Caddy** $4.47
Holds everything!
Reg. $6.98

VALLEY SHORE COUPON
Nylon Mini Travel **Tote** $10.00
Choice of 4 patterns
Expires 4-22-91 Reg. $15.00

Start your day with the news

HOME DELIVERED 7 DAYS A WEEK!

Get the best local news coverage delivered right to your front door, for only $3 per week. Plus every Saturday:

- Rave Magazine
- Weekly TV Guide

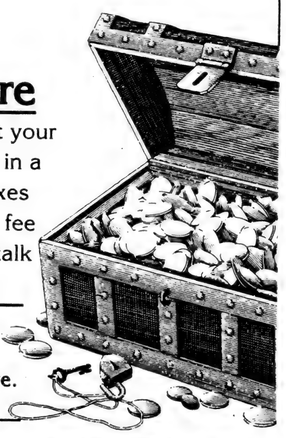
All you have to do is call for service today

555-7321

SOUTHTOWN GAZETTE

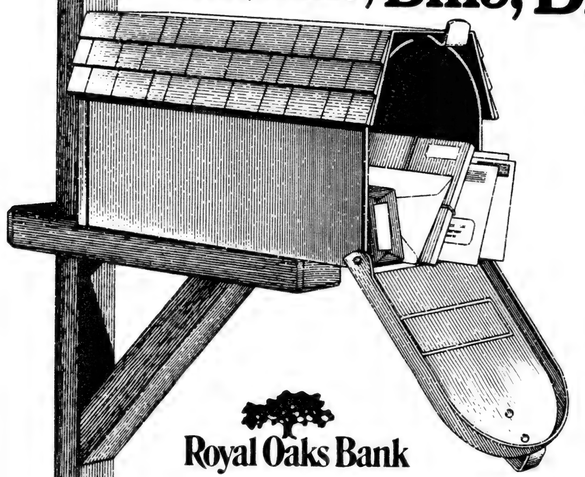
Keep your *Treasures* safe and secure

You won't have to worry about your precious possessions if they're in a safety deposit box. Deposit boxes are available for a small yearly fee to our customers. Stop in and talk to a bank officer today.



MORRIS BANK 43 Groton Ave.

Bills, Bills, Bills, Bills...



If you're tired of having to fight your creditors off every month, consider applying for a bill consolidation loan.

A trained financial counselor will help you decide which terms will be best for you.

Our new terms and rates make it easier than ever to get your finances in shape.

Pay off your outstanding debts immediately. Then just make one simple monthly loan payment.

Call 555-3899 today for an appointment with one of our loan officers.

Convenient payroll deduction payment plans are available.

Royal Oaks Bank
1799 W. Fairgate • 101 W. Memorial Dr.
Open Mon. – Fri. 9 to 5, Sat. 9 to 12

"Clip & Save!" June '84 PMS

Clip & Save! Free delivery!

Save on any combination
12 Inch SUB Includes toppings $2.25
Expires April 6, 1991

Save on our new low-fat
Smoked HAM $2.49 lb.
Expires April 13, 1991

Save on old-fashioned
German BRATS $3.39 lb.
Expires April 20, 1991

Save on our delicious
Deli SOUP All homemade $2.14 qt.
Expires April 27, 1991

dexter's deli
In Boston Green Plaza
Phone: 555-9327

"1/2 Price!" Feb. '86 PMS

Have we got a deal for you!

Trade in any old appliance and buy a new one for *1/2 Price!*

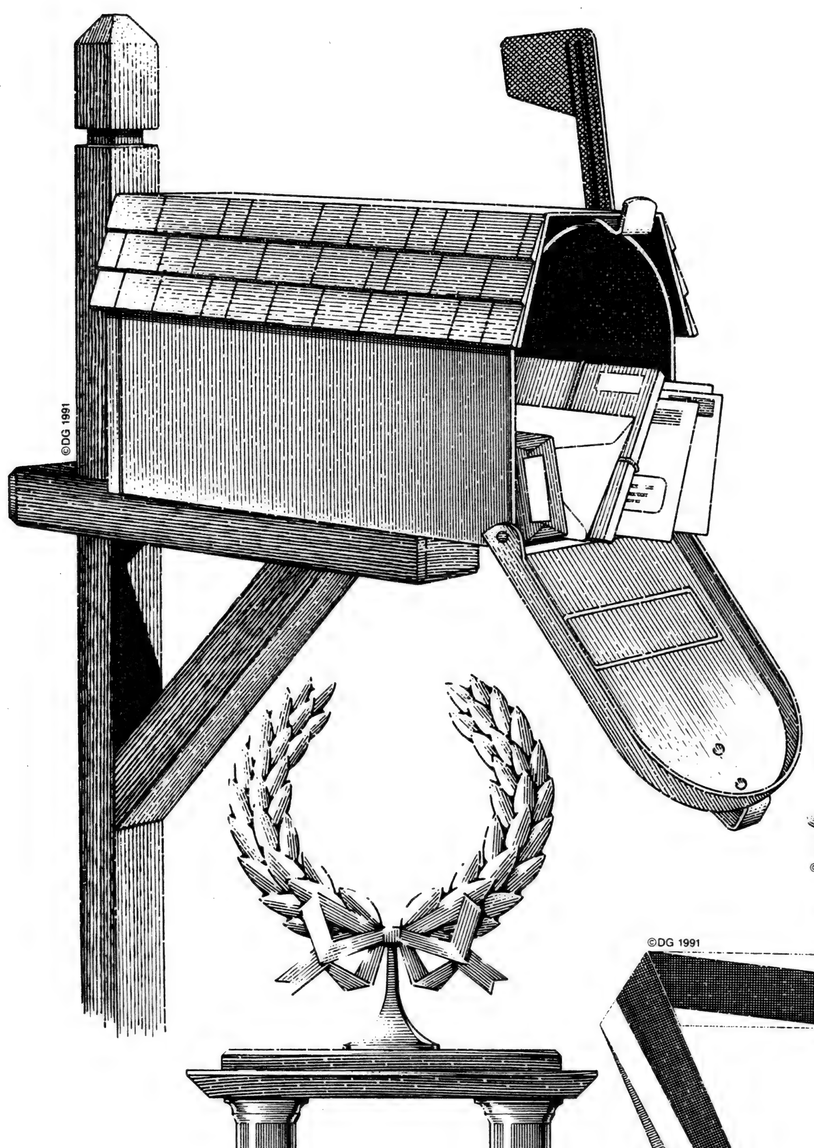
The cards are stacked in your favor this month! Come in and check out our selection of quality brand name washers,dryers, stoves, microwaves, dishwashers, and more. Through April 30th, just bring us your old one and get the new one for half price!

- HotSpot Microwaves • Duncan Stoves
- Chronix Dishwashers • Clothesline Dryers

Financing available to qualified buyers. 90 days same as cash.

Strother Appliances

1899 Garrison Ave • Open Mon.– Fri. 10 to 9, Sun. 12 to 5 555-9882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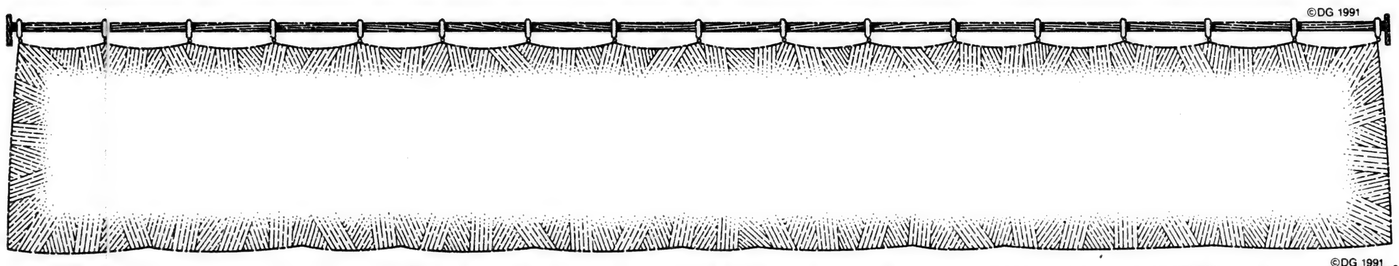
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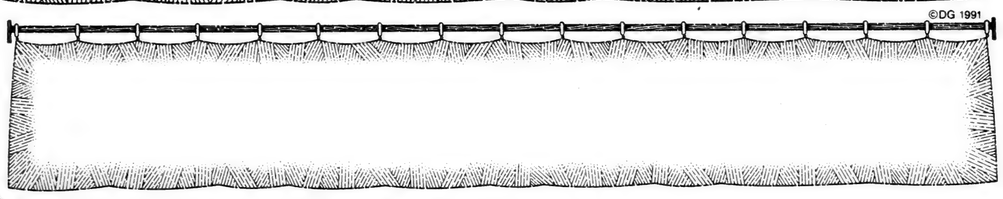
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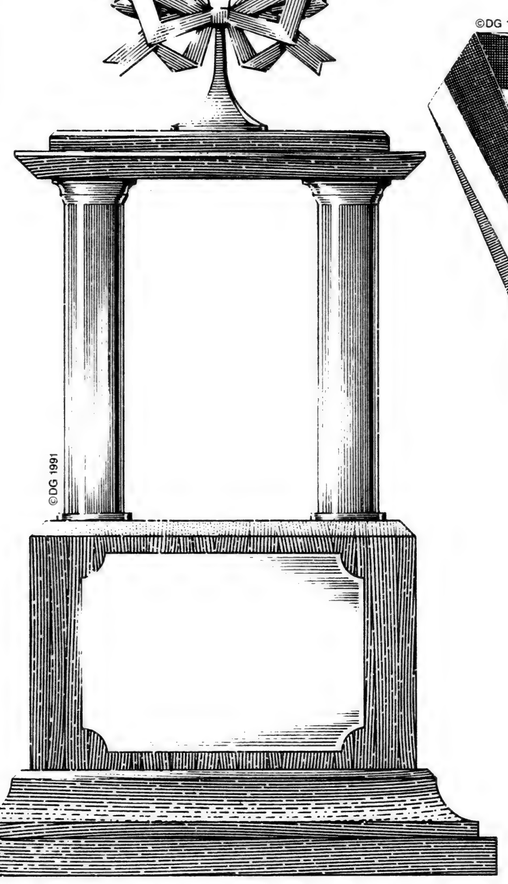
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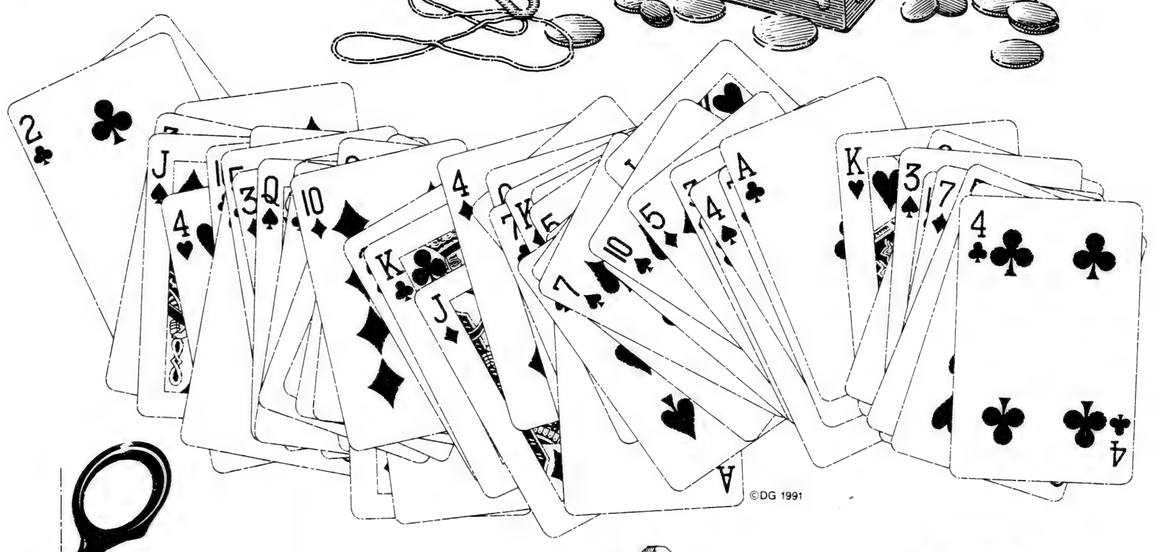
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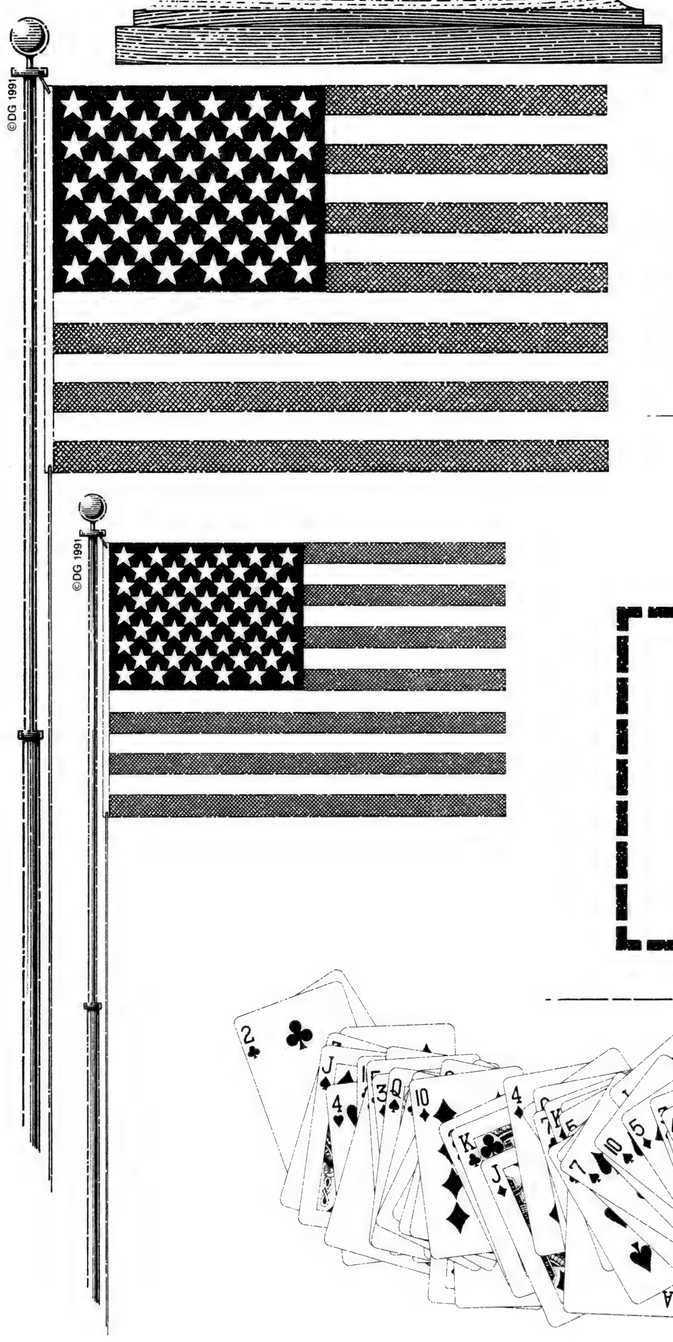
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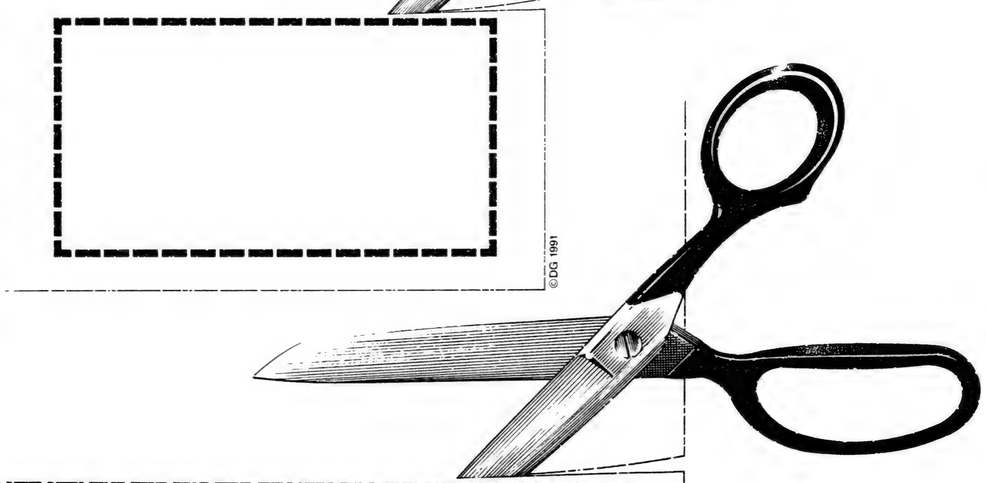
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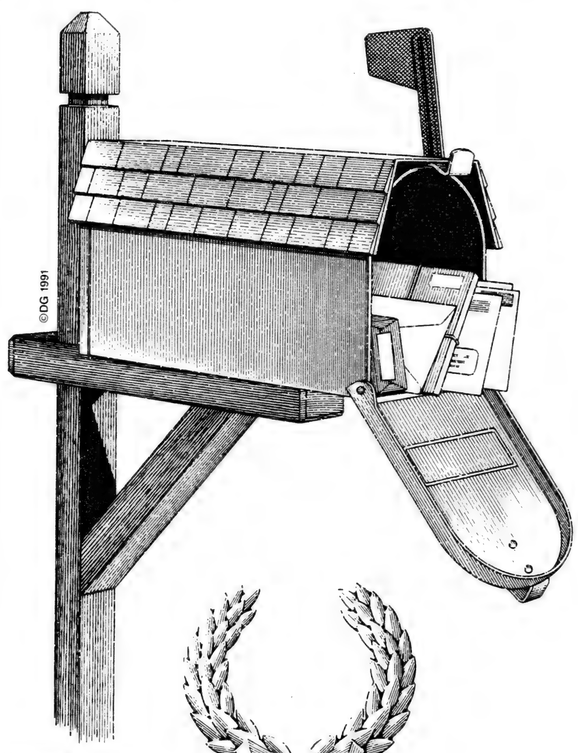
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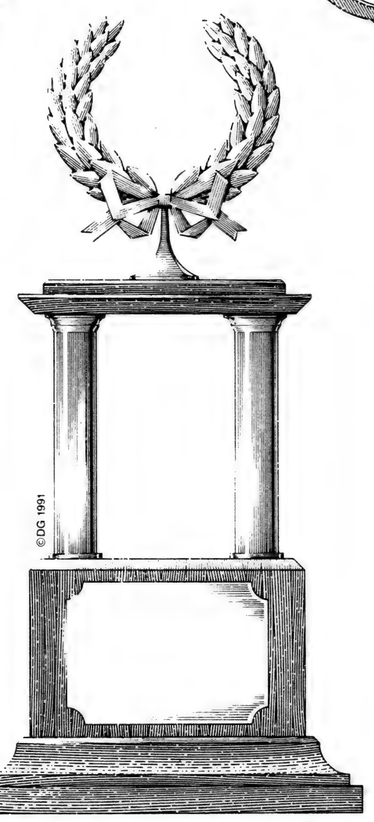
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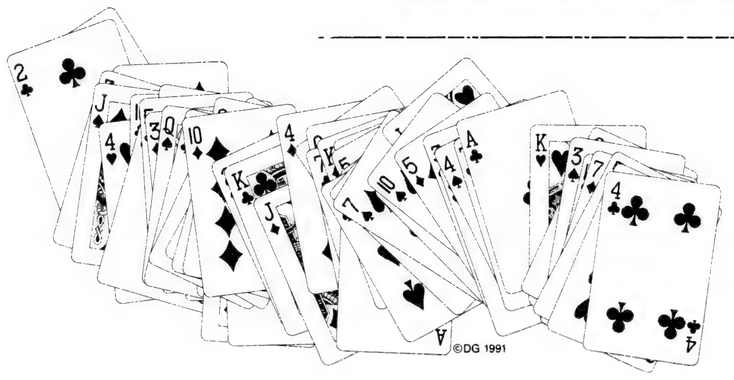
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©DG 1991

Suited for success

The professional world demands a professional look. Let us outfit you in our sharp business suits and separates.

•

Fairfax, Ltd.

352 E. Richards Road • Open Mon. thru Sat. 9 to 6

Create a new image

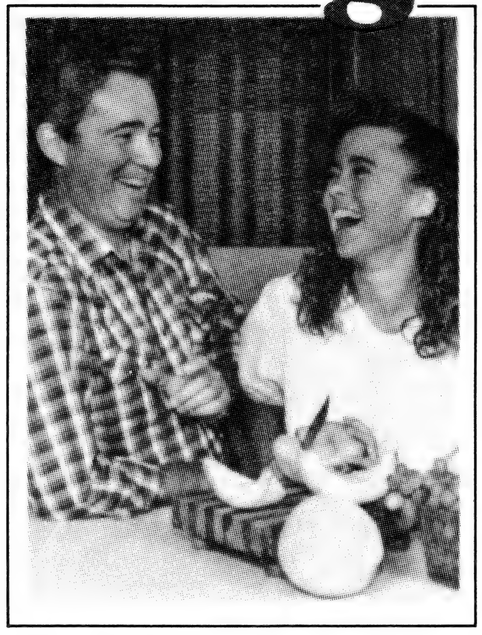
Make everyone take a new look at you! Come in and have one of our makeover experts give you an exciting new look.

Stop in before April 30 and get a soft perm and makeover for only $35.

Step One

Phone 555-9877 for appointment
441 East Pioneer Road

Eat Right



Tasty tips on how to eat a well-balanced diet, including great recipes

Central State College

See the possibilities! Enroll in an adult non-credit class and learn to do anything from changing your car's oil to knitting a shawl.

We offer over 150 short courses in various subject areas. All classes are conducted by professional instructors. **Catalogs available at all campus buildings or by phoning 555-8686.**

get carried away

Use creative typography to give ads a can't-miss look. Large, contrasting type styles in headline, above right, and angled type, above, dominate layout and attract reader attention.

Graduated screen June '87 PMS

BEAUTY IS MORE THAN SKIN DEEP

And healthy is beautiful. We'll help you look good and feel good with a 3-month trial membership at 60% off regular rates.

Join the club! You'll have access to the best exercise facilities, equipment, and professional staff in the area. Our personal exercise trainers will tailor an exercise plan to your needs. Take advantage of this offer now! **A 3-month trial membership is only $79.**

Hurry! This offer expires April 20!

Century Health Club

1057 N. Main • 555-8769

Lighten Up

Dress for the weather with new spring fabrics.

Feel comfortable in clothes made of light fabrics like rayon-polyester blends, oxford cloth, and cotton-poly blends.

SEW 'n' GO FABRIC CENTER

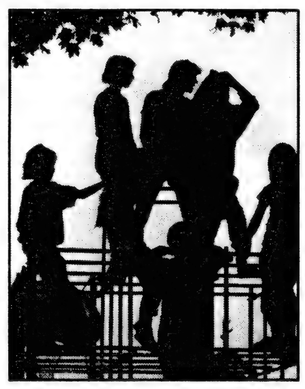
RAYON-POLY PRINTS
$2.29 yd.

POPLINS, TWILLS, COTTONS
$1.99 yd.

957 E. Rochelle • 555-9655

Things are looking up

The local and national economies are on the upswing. It's a bull market for investors. The financial future looks bright for everyone. Opportunities abound.



So let us help you make the most of your money, whatever your banking needs. Come in and talk with one of our financial planners.

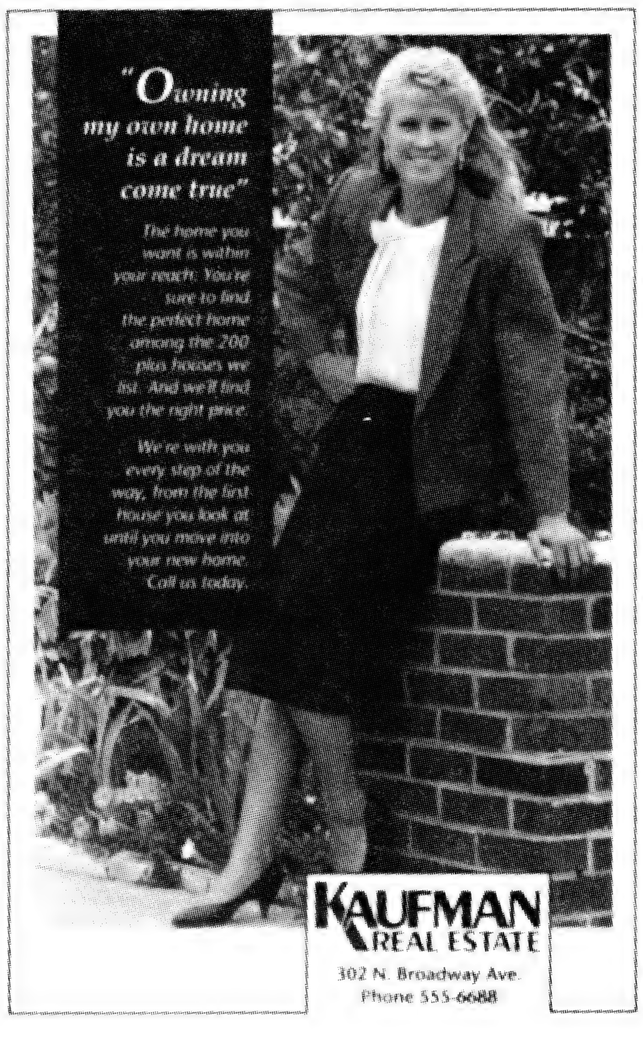
MORRIS BANK

1010 E. Molloy Rd.
Member FDIC

"My dad knows everything"

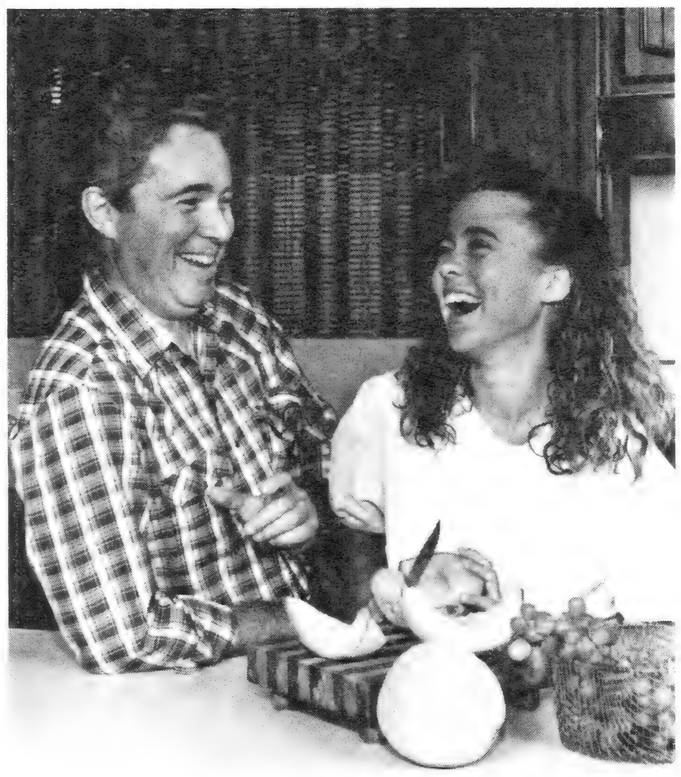
"That's why I went to Martin Insurance when I bought my first car." You owe it to yourself to get the best insurance service available. We've earned people's trust with over 40 years of personal insurance service. We sell policies for home, auto, life, health, and business. So come in and talk with agents Dean Heiser, Mike Gray, or Wendell Cleaver. We'll earn your trust, too.

Martin Insurance 150 W. Jefferson Phone 555-9878


"Owning my own home is a dream come true"
The home you want is within your reach. You're sure to find the perfect home among the 200 plus houses we list. And we'll find you the right price.
We're with you every step of the way, from the first house you look at until you move into your new home. Call us today.

KAUFMAN REAL ESTATE

302 N. Broadway Ave.
Phone 555-6688



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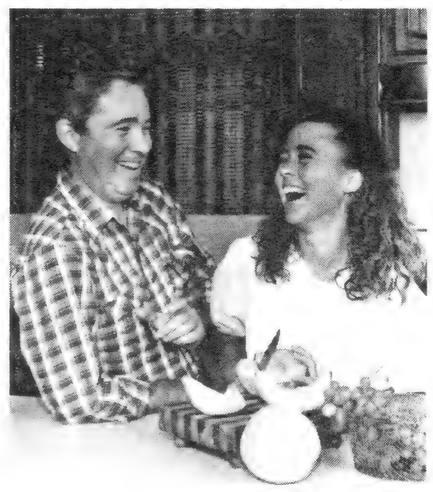

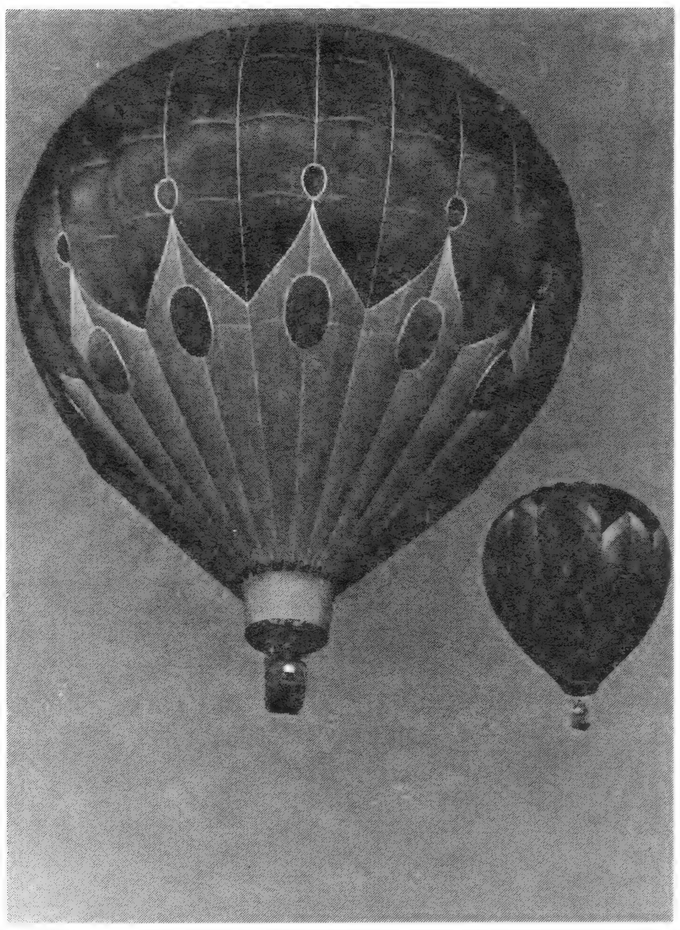

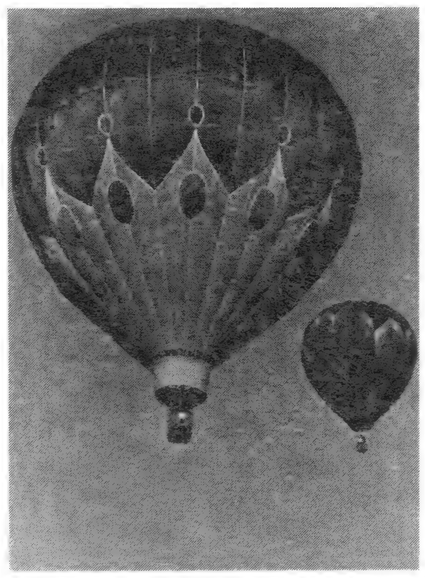

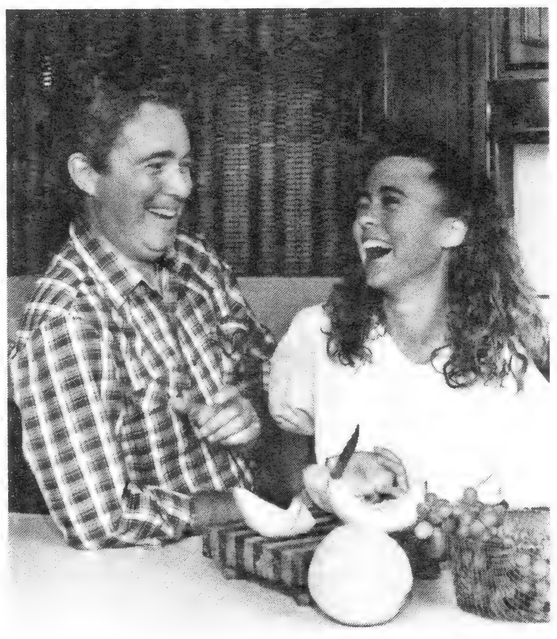

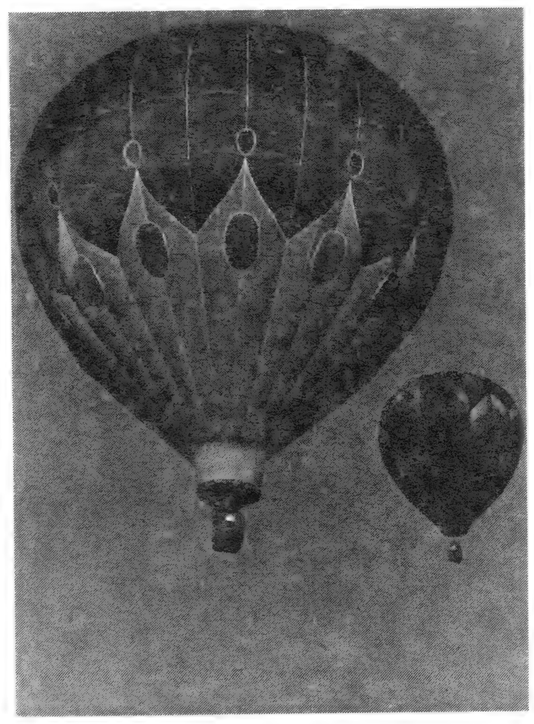

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NORTHLAKE MALL
Bargains are blooming in every store.
Get the best buys in town on everything you want for spring. Save up to 50% on selected merchandise now through April 20.
Special Spring Sale!
SUPPLEMENT TO THE HERALD TRIBUNE

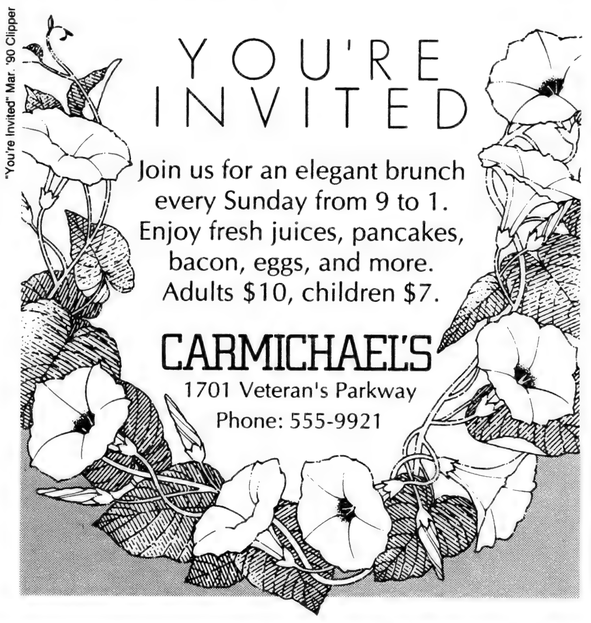
"Special Spring Sale" Apr. '88 PMS

Especially for Kids!
Bring your parents out for pizza!
When your parents order any size pizza, you get your own pan pizza and a super surprise game pack! Plus
FREE SODAS
Even your mom & dad will have a great time!
Papa Joe's
PIZZA
171 Vernon
Open 12 to 10

Streamers and confetti Dec. '85 PMS

Happy Birthday
It's our Birthday Party... and you get the presents!
Celebrate our 25th birthday by saving big on new furnishings for your home
Join us for our anniversary celebration on April 27 and 28, and save up to 50% on selected furnishings for your living room, bedroom, kitchen, dining room, or any room in your home. 90 days same as cash. Plus, you get same-day delivery in Arcon County.
BOWER'S FURNITURE
23 Laramie Ave. • Open Mon.–Sat. 10 to 9

"You're Invited" Mar. '90 Clipper


YOU'RE INVITED
Join us for an elegant brunch every Sunday from 9 to 1. Enjoy fresh juices, pancakes, bacon, eggs, and more. Adults $10, children $7.
CARMICHAEL'S
1701 Veteran's Parkway
Phone: 555-9921

Headline Mar. '88 PMS

Stock up and save Today!
Get everything in shape for spring with great bargains on quality paints, stains, finishes, brushes, wallpaper and more!
• Grotto Latex
• Weather All
• Vicuna Stain
• Lurex Finish
Sale ends April 27
phoenix paints
459 Vandalia Ave.

"Yard & Garden Sale" Feb. '88 PMS

Yard & Garden SALE
Get your lawn in shape with quality products at low prices
Save up to 30% on lawn equipment, fertilizers, seed, planters, patio furniture, trees, flowering plants, or anything for your lawn.
• Scorpion mowers • Yedlinson mulchers
• Bernhard garden tools • Bonet fertilizer
• Amstel patio flagstones • Snappy seed
Woodsy's Lawn & Garden Center
122 Forest Park Dr. • Open 10 to 8 daily
"The one-stop shop for your lawn and garden needs."

Splashes of Spring
Brighten up your old wardrobe with splashes of new spring fashions!
Exciting new styles and colors in women's fashions are here just in time to add new life to your look.
Now Save 20 To 30%
on selected ladies and juniors spring merchandise
• Eva Sportswear • Kamalia Dresses • Bryn Knits
• Designer Denims • Partytime Casual Wear
Plus you can save up to 40% on shoes, coats, jackets, and accessories. Or, receive $10 off the new line of Khmer Rouge makeup. Hurry out! Sale prices valid only through April 29.
Cunningham & Company
In Greenpoint Plaza • Open Mon.–Sat. 10 to 9 • 555-3820

Serving your family's tree service needs for the past 30 years.
Have your trees shaped and trimmed in time for spring
Your trees will grow well and look great with regular care from a professional arborist. We specialize in analysis, spraying, fertilizing, pruning, and shaping. Call for a free estimate.
CARRIGAN'S
404 Green St. • 555-7920 • 24 Hour Service

"April Fool's" Jan. '86 Clipper

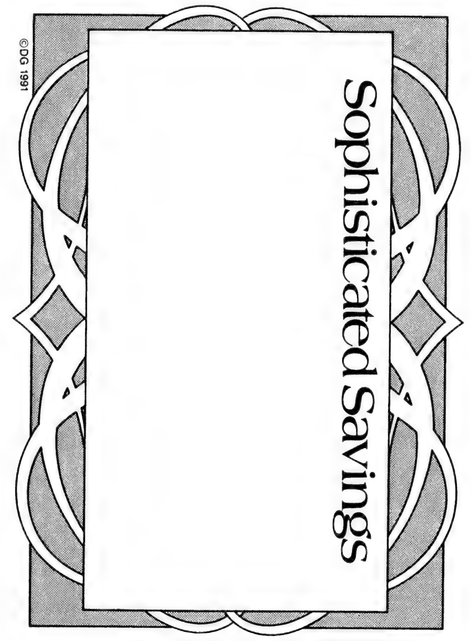
Stop in for the best free food in town!
It's the biggest special yet, and we're not kidding. Come in on April 1 for $1.50 bar drinks, $1.00 beers, and a spectacular free buffet.
Brannigan's
1501 N. Braidwood St.
FOOLS

COLOR PLATE

BLACK PLATE

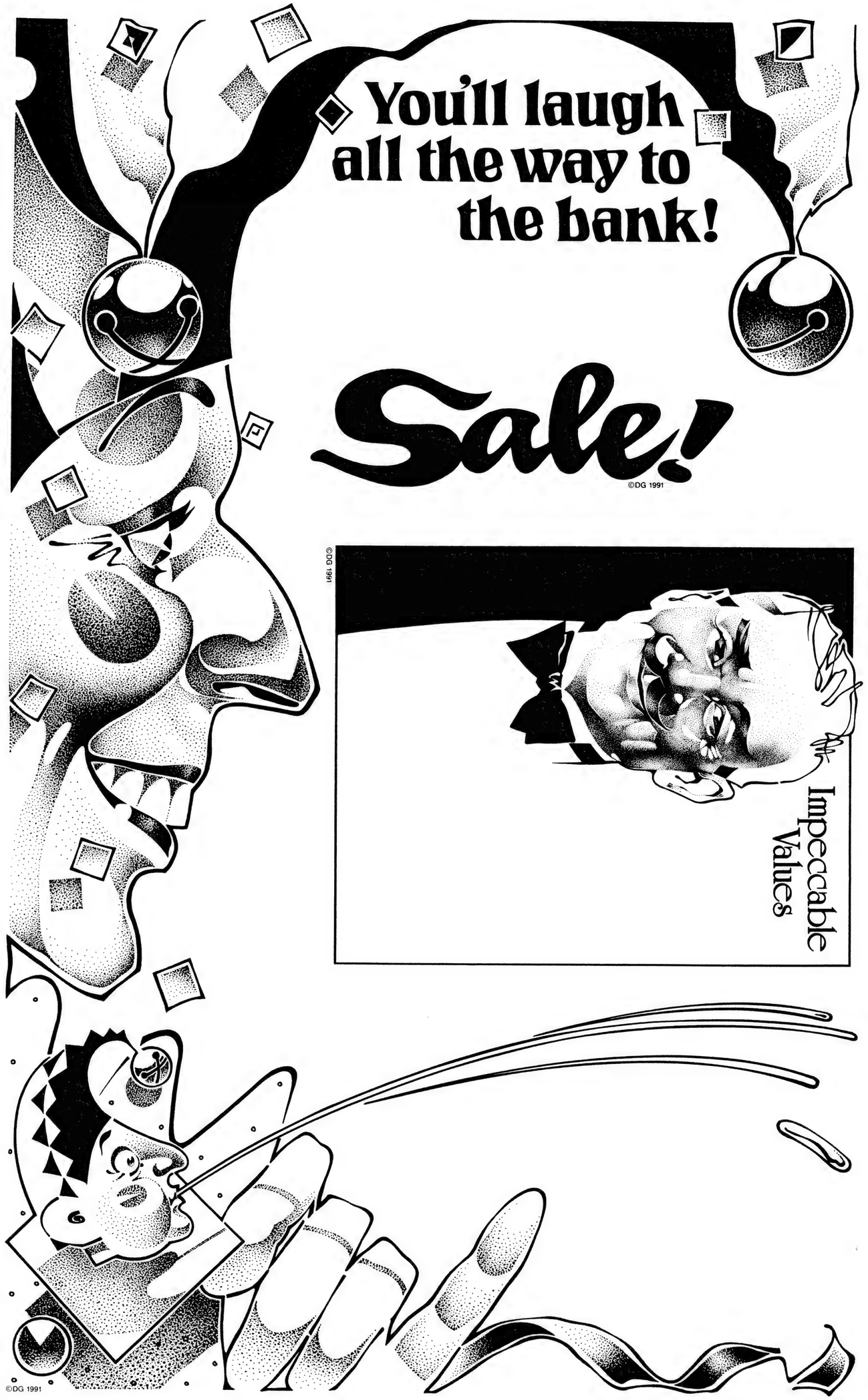
Form 1040 U.S. Individual Income Tax Return 1991
Label
Exemptions
Income
Adjustments to Income
TAX REFUND SALE!
SAVE
NOW!
PAY
LATER!
©DG 1991

the sport of choice for fun and fitness...
GOLF!!
©DG 1991


Sophisticated Savings
©DG 1991

Things are shaping up for spring
©DG 1991

Let the creative you come through
©DG 1991

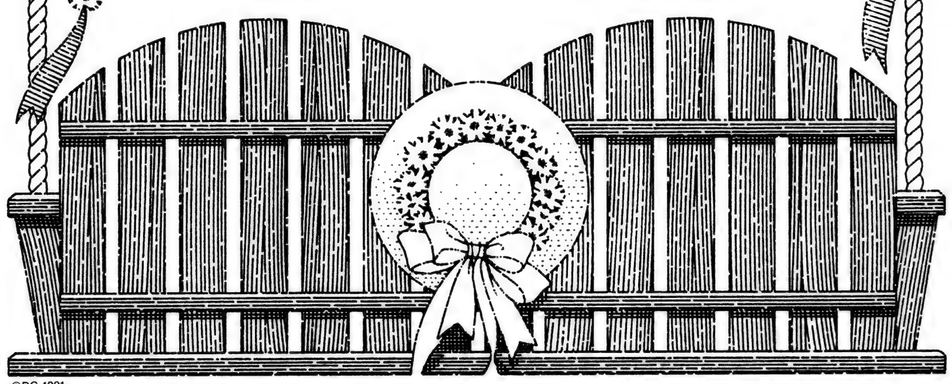

You'll laugh all the way to the bank!
Sale!
©DG 1991
Impeccable Values
©DG 1991

Set the Season

Fashion Ease

This season, clothes flatter softly and carry a big impact

©DG 1991



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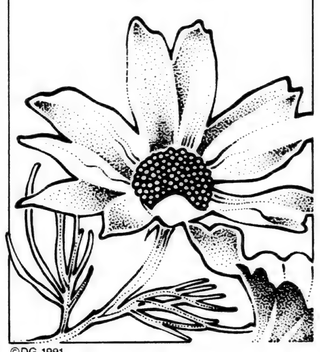
Spring Specials



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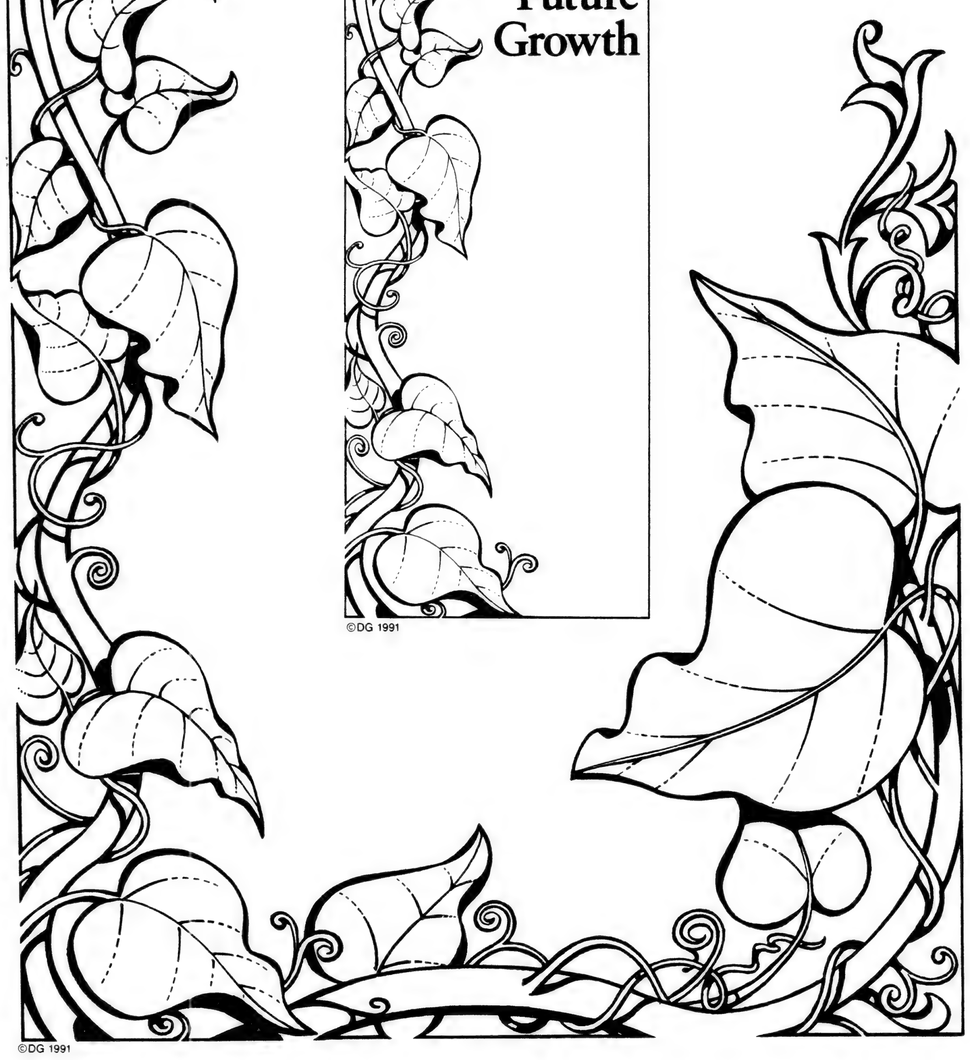
GIANT Sale!

Invest for Future Growth

©DG 1991



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WOW!

©DG 1991

WOW!

©DG 1991

HAVE A PICNIC!

©DG 1991

GIANT Sale!

©DG 1991

HAVE A PICNIC!

Do something for you!

©DG 1991

Let us help you find the job you want NOW!

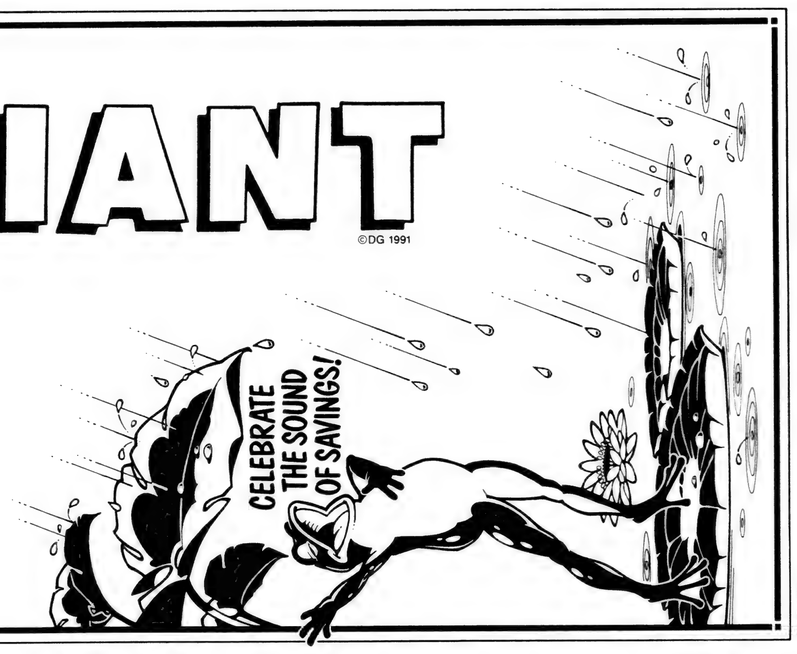
©DG 1991

Get the look that gets the looks!

©DG 1991

GIANT

©DG 1991



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You'll laugh
all the way to
the bank!

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SALE!

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NOW!
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Spring Sparkle ©DG 1991

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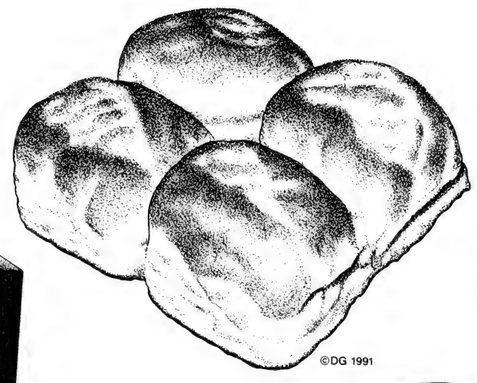
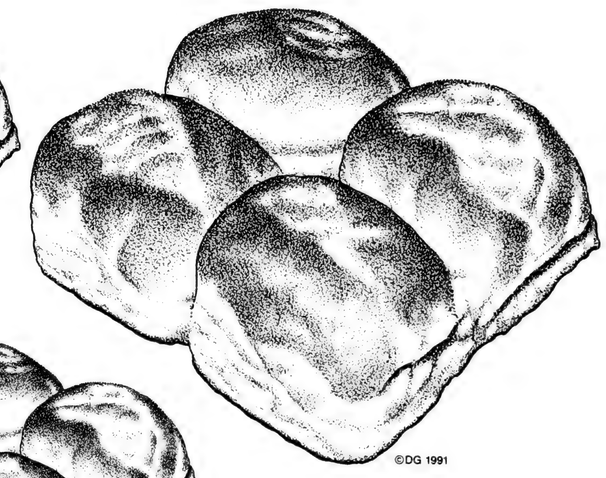
Spring Sparkle ©DG 1991

MACARONI & CHEESE





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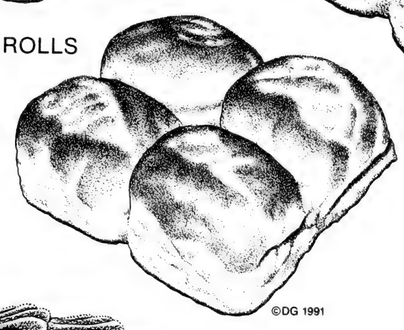
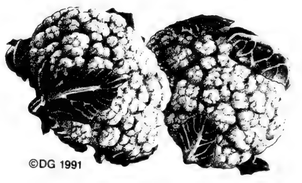
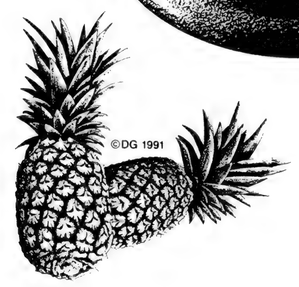
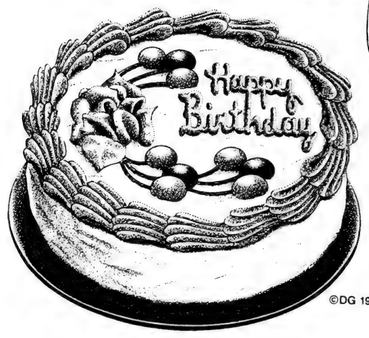
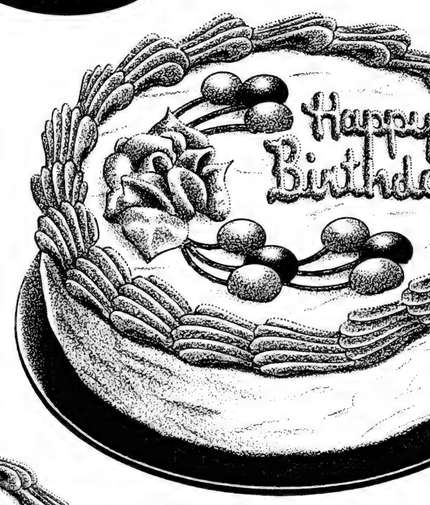
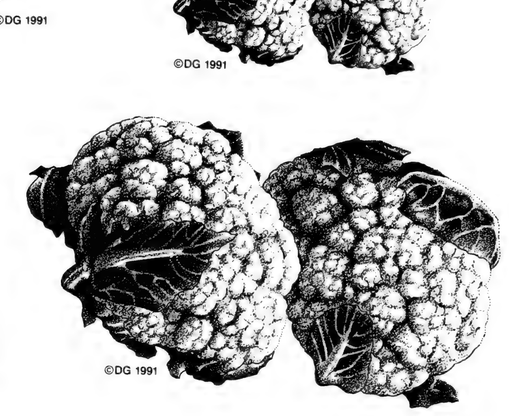


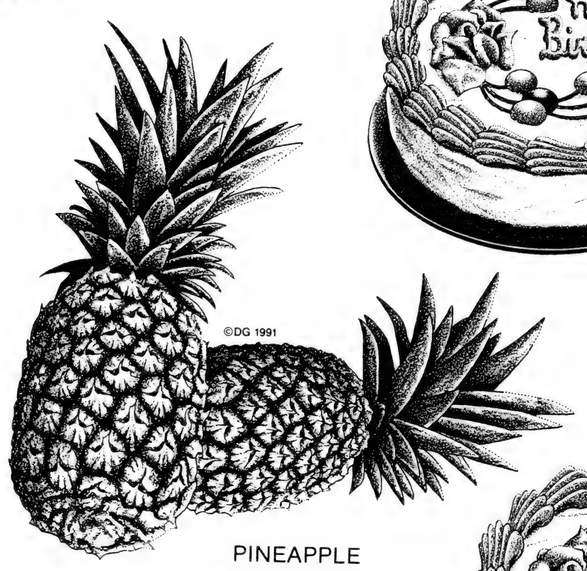




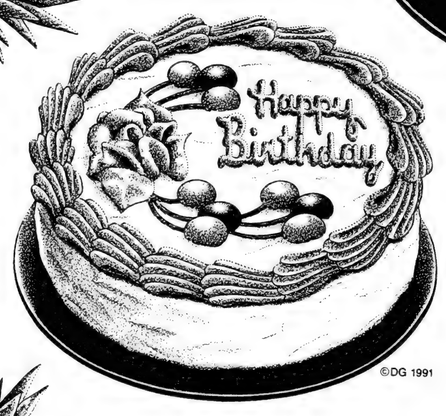




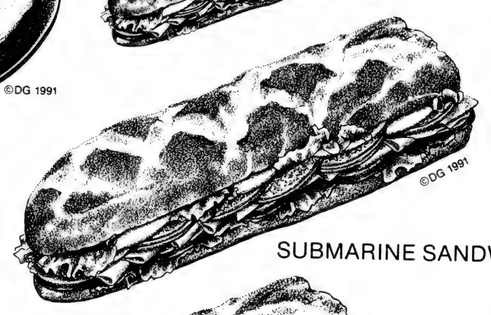




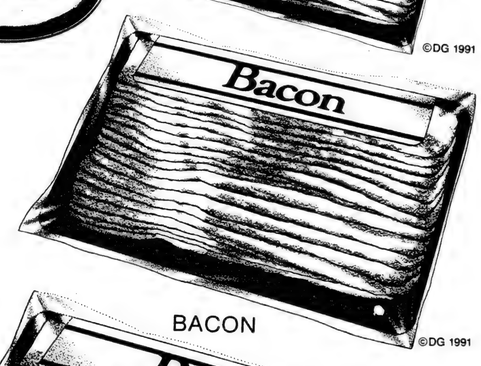
PINEAPPLE



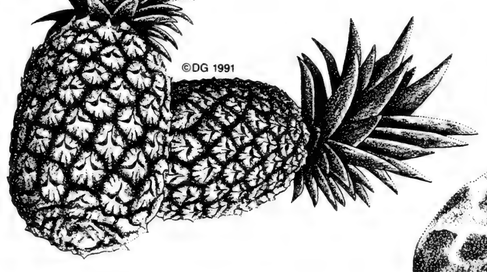
BIRTHDAY CAKE

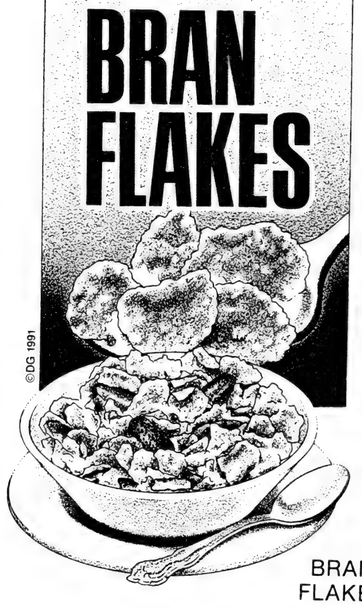


SUBMARINE SANDWICH



BACON





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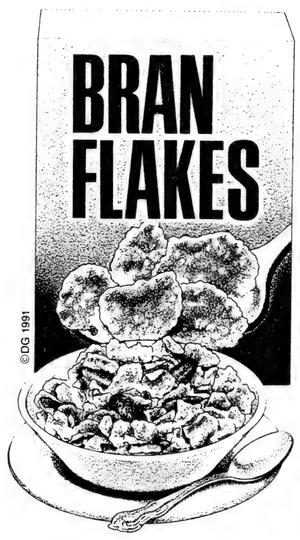

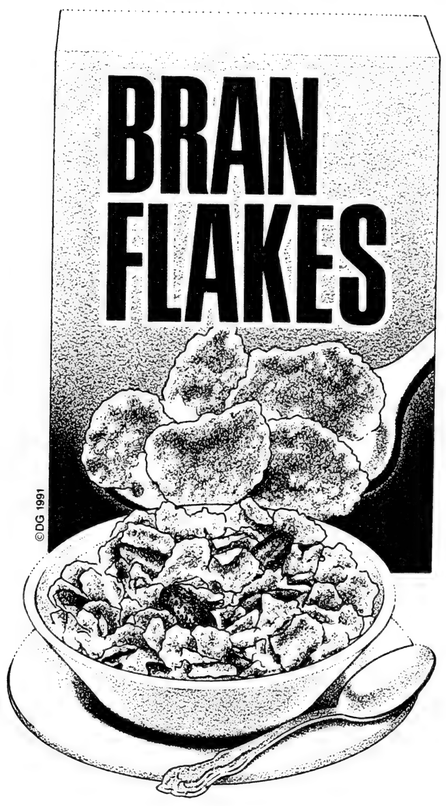

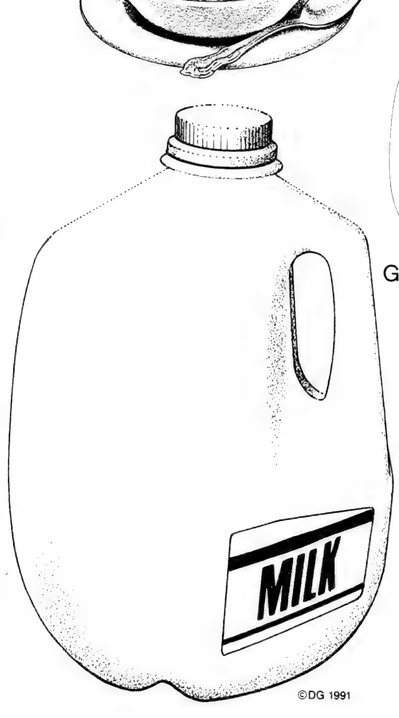

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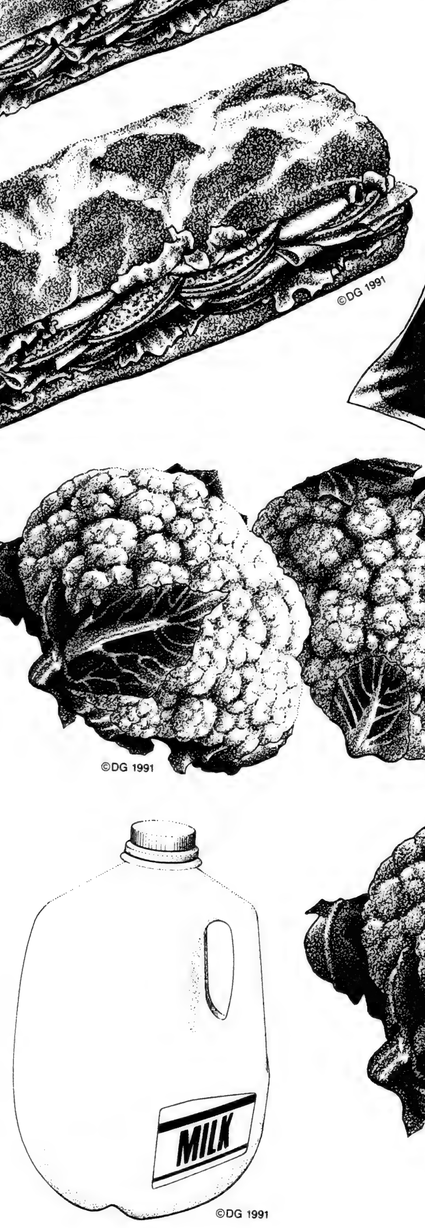

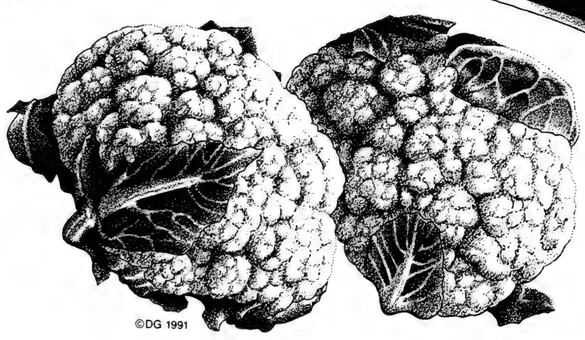

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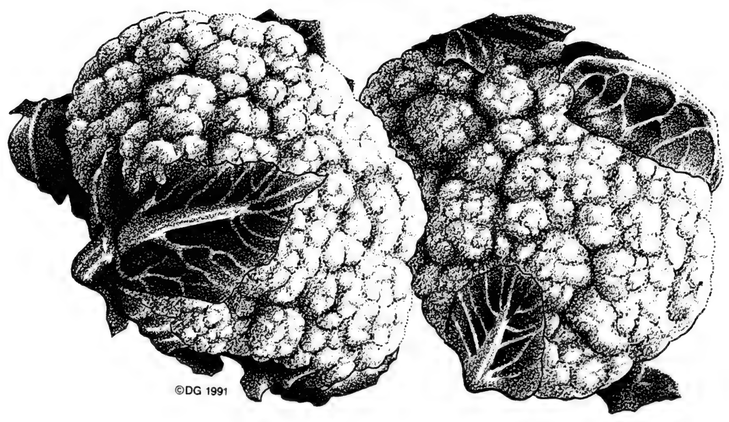
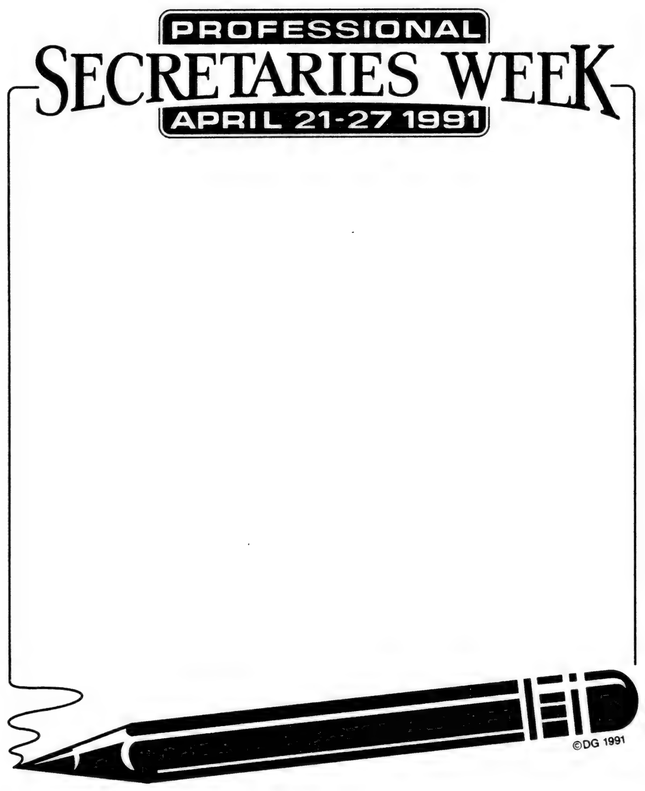


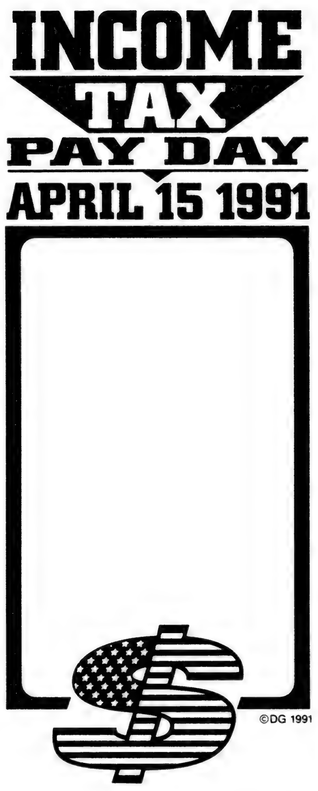
PROMOTIONAL TIE-INS

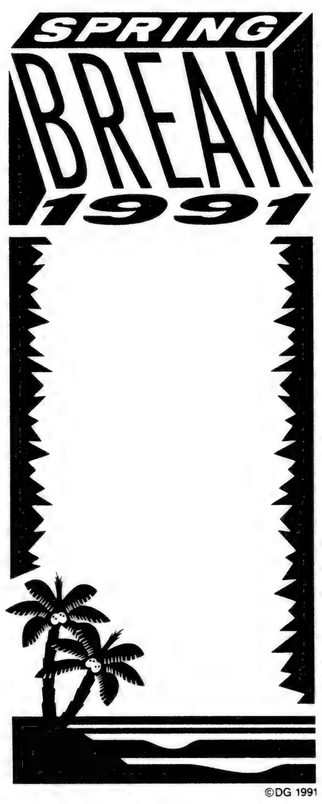
Specially provided to help increase linage, ***PMS*** offers assorted tie-in themes. Special days, events, festivals, and seasonal motifs infuse advertising with the immediacy, novelty, and graphic punch that get attention in any environment.

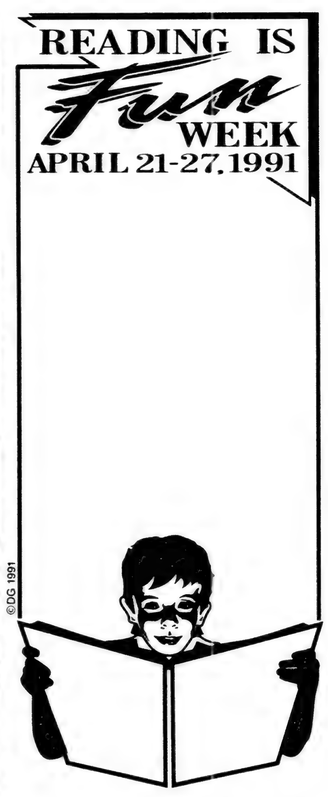
Ready-to-go layout format, in SAU sizes, lets you put together promotions in record time. You get maximum linage potential for minimum investment of time and money.

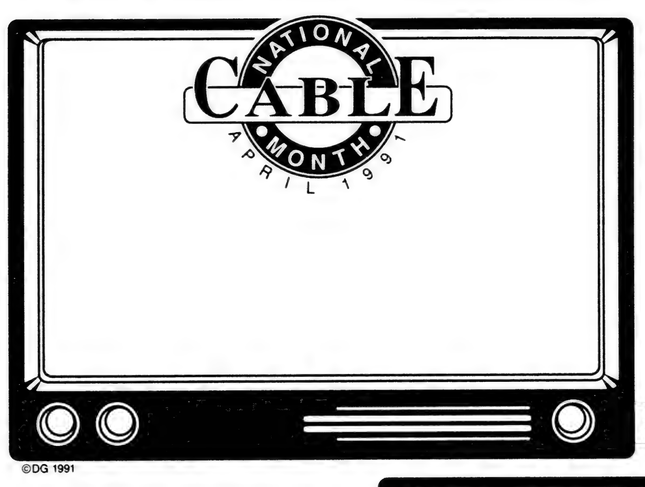
New tie-ins every month. Use these timely promotional themes to make fresh contact with new and established clients.

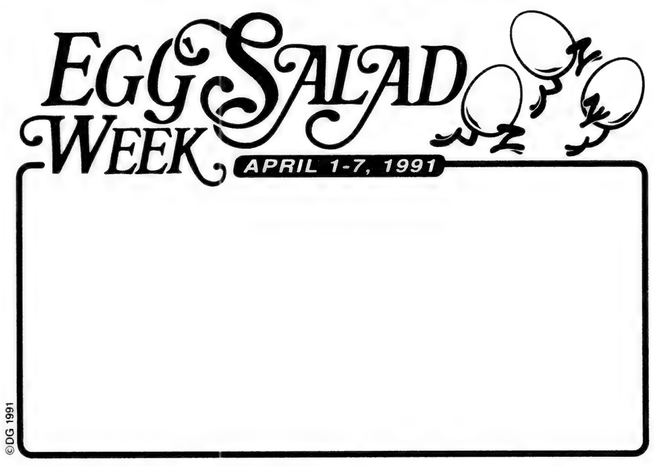


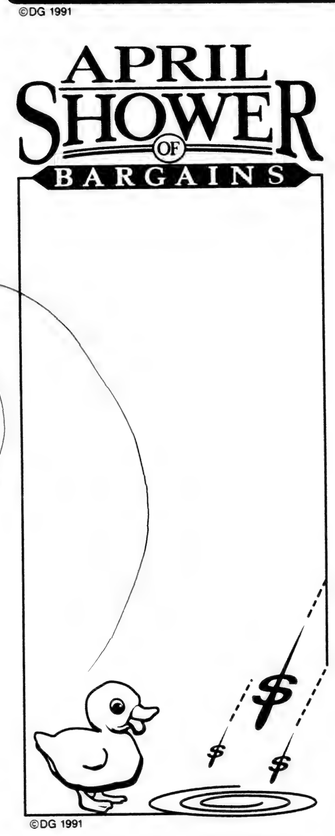


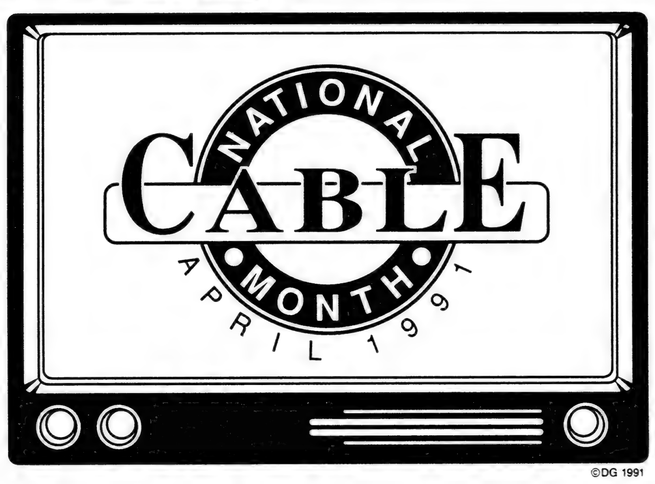


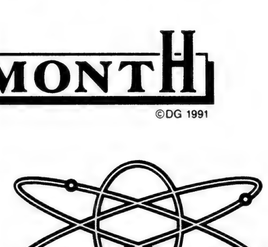


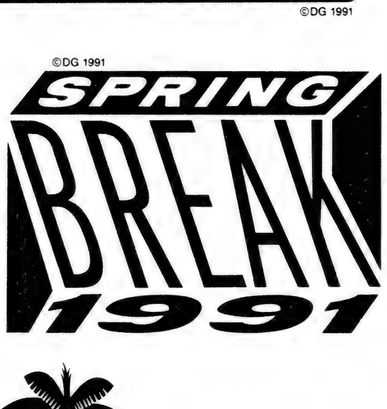


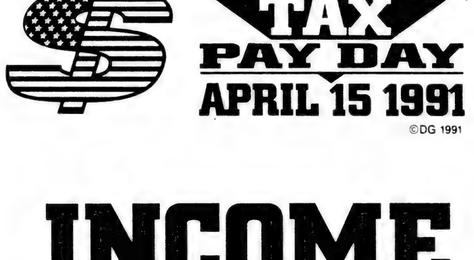


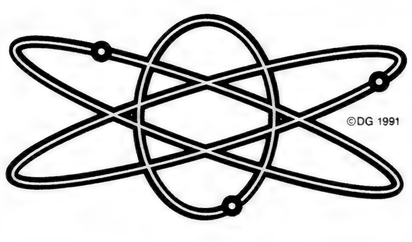


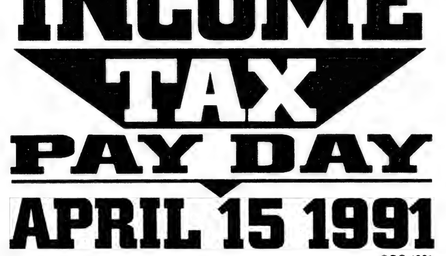


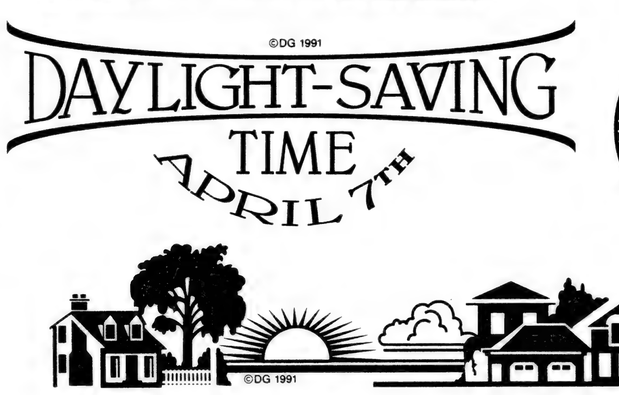


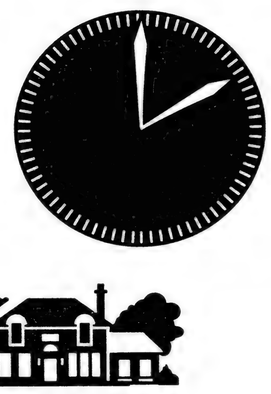


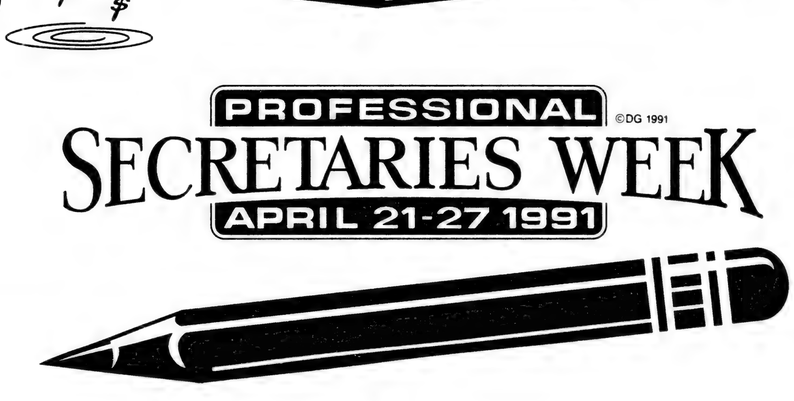








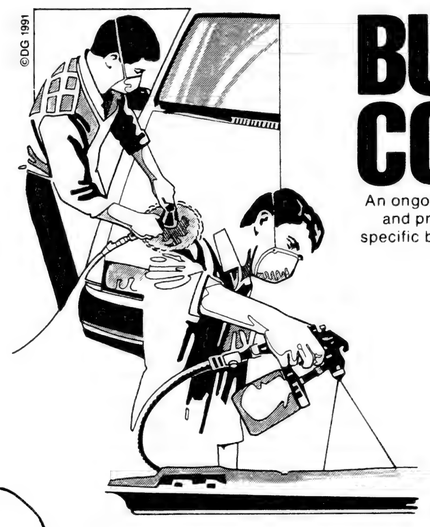


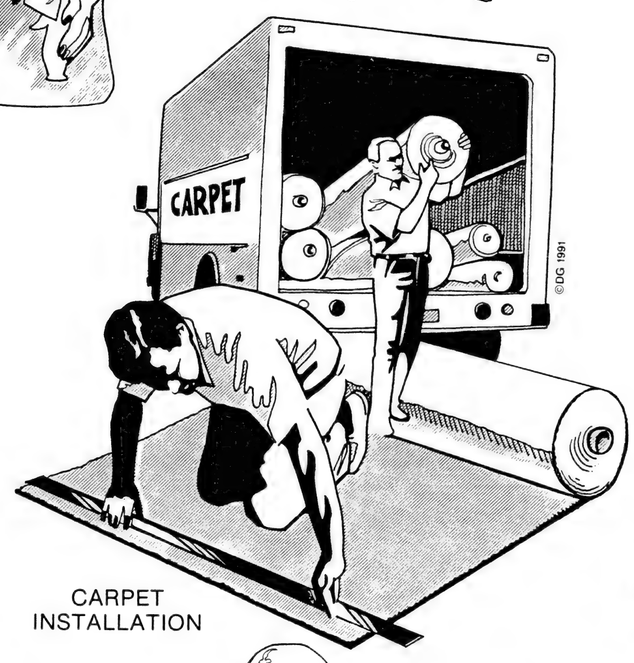


BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

PROFESSIONAL GRASS CUTTING





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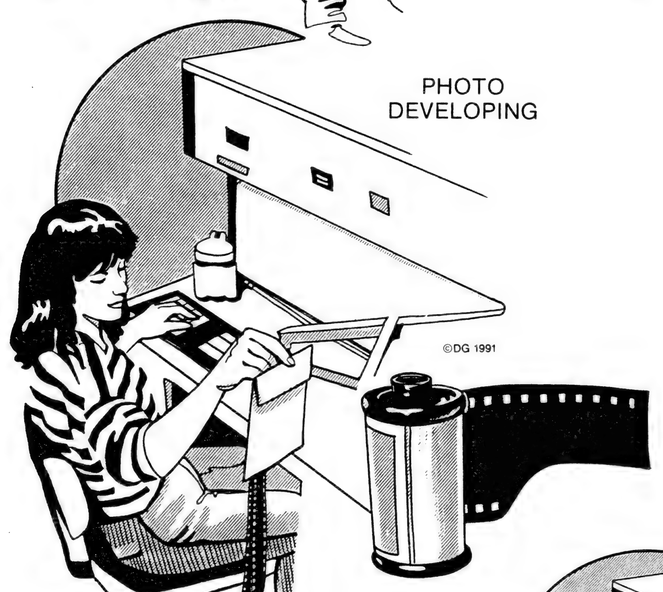
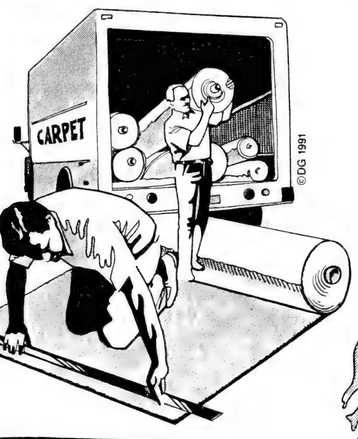
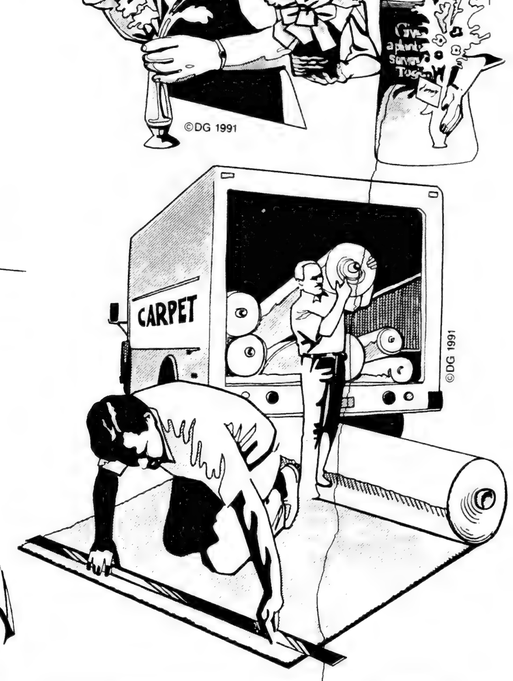
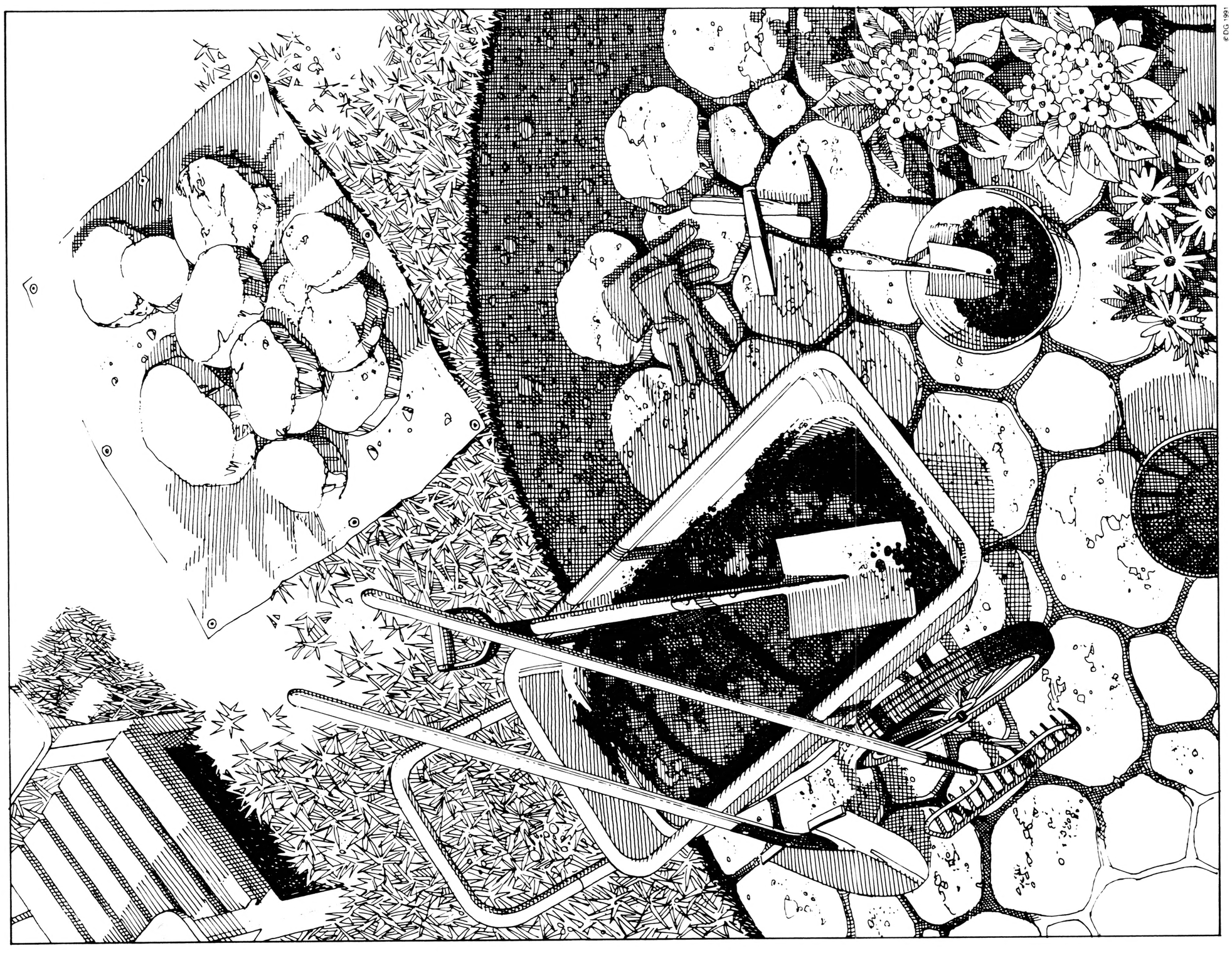






BODY SHOP REPAIR



Shown below is the full color proof of the color separations appearing on pages 27 and 28.

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• RED PLATE

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• YELLOW PLATE

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• BLACK PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

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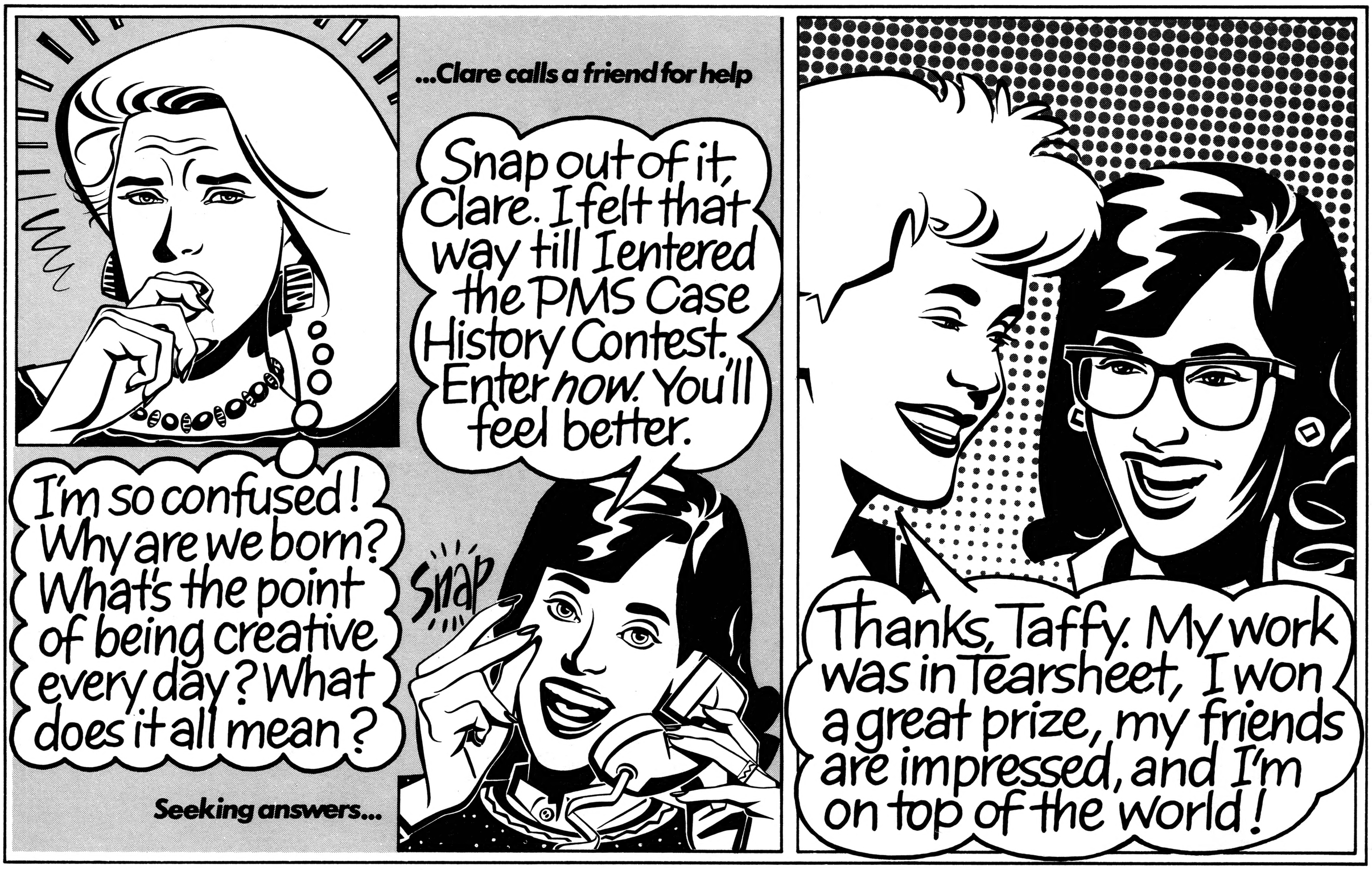
• BLUE PLATE

THE DESIGNING LIFE


I'm so confused! Why are we born? What's the point of being creative every day? What does it all mean?
Seeking answers...
...Clare calls a friend for help
Snap out of it, Clare. I felt that way till I entered the PMS Case History Contest. Enter now. You'll feel better.
Snap
Thanks, Taffy. My work was in Tearsheet, I won a great prize, my friends are impressed, and I'm on top of the world!

Feelin' down? The PMS case history contest gives you 4 good reasons to keep going. . .

1. **Recognition for your creative achievements.** The committee selects 6 winners every month on the basis of quality, creativity, originality, and design application. Winners are published in **Tearsheet** magazine. You receive credit for your project and others will look to your work for inspiration. Proof positive that you and **PMS** make an unbeatable team. Plus, your parents will be so proud of you.
2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

ATTACH THIS FORM TO EACH ENTRY

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PMS ART FROM _____
(month) (year) (page no.)

REMARKS _____

_____
(attach more paper if necessary)

SIGNATURE _____

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include, but is not limited to, publication in *Tearsheet* magazine and other promotional material.

MAIL TO: PMS Case History Contest, Dynamic Graphics, Inc.
6000 N. Forest Park Drive, Peoria, IL 61614-3592

CONTEST RULES:

1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.